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The market for children and family dining

April, 1991

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INTRODUCTION

Children are becoming an increasingly important market segment for restaurateurs and other businesses alike. One reason is their growing numbers. In 1989, the number of births reached its highest point in 25 years. Moreover, children are exerting more power and influence than ever before-- the "seen and not heard" era is long gone.

The purpose of this report is to explore the dining out behavior and attitudes of families with children. Without a doubt, the presence of children affects dining out behavior, but how is it changed? What happens to per capita spending on food away from home when young children enter the household? At which specific types of restaurants do households with young children dine most often compared to those with no children? This report investigates how restaurateurs can attract parties with children and how influential children are in the decision to eat out. Included are the types of restaurant services for children that are most important to parents and a listing of their children's favorite menu items.

A variety of sources were utilized ranging from government data to recent surveys conducted for the National Restaurant Association specifically for this report. Population projections and household composition data from the Bureau of the Census are included, as is the amount spent on food away from home from the Bureau of Labor Statistics' Consumer Expenditure Survey. The National Restaurant Association Gallup survey explores dining out attitudes of parents with preteen children. Also, a study for the association by CREST (one of the NPD marketing and research companies) shows the dining out behavior of parties with children.

Questions regarding survey findings and the availability of additional data should be addressed to the Research Department, National Restaurant Association, (202) 331-5900.

EXECUTIVE SUMMARY

* Recently the number of births in the U.S. climbed to levels not reached in over 20 years which means that restaurants will be seeing more young customers in the next few years.

* Despite the fact that the arrival of a child in a husband and wife household has a negative impact on spending for food away from home, the market for families with children is an important one for the restaurant industry.

* Children and their families account for 43 percent of personal consumption expenditures for food away from home.

* The special needs of children have a strong influence on the behavior of households in which they are present.

* Households with children under 13 are more likely to frequent quickservice restaurants and order for off-premises eating than with households with no preteen children.

* Restaurant promotions were used most often for households with children under 13 when the children were present-- between June 1989 and May 1990, 27 percent of orders involved the use of promotions.

* In 1990, half of parents surveyed reported their children under 13 as being "very influential" or "somewhat influential" in the decision to eat out at a tableservice restaurant. Children are likely to influence the selection of a specific restaurant as well.

* Parents cited providing children's favorite food items, quick service, and offering child-size portions as the most important services a tableservice restaurant can offer for children under 13.

DEMOGRAPHICS OF CHILDREN AND FAMILIES

POPULATION

Recently the number of births in the United States has risen to levels not reached in over 20 years. After holding relatively steady at 3.6 million annually from 1980 through 1984, the number of births trended upward in the closing years of the 1980's as the baby boom generation settled down to have children. At the end of the 1980s, the number of births was 1 million greater than at the time of the birth dearth in the mid-70s.

In 1989, the number of births exceeded 4 million, and this pace kept up through 1990, according to the National Center for Health Statistics. In 1990, 4.18 million babies were born-- another unexpected stellar year for births.

Despite these gains, the number of births is likely to decline in the future as women from the large baby boom generation move out of their childbearing years and are replaced by the smaller number of women who were born in the late 1960s and early 1970s. Currently, the birth rate is not particularly high. Instead there are more women in their childbearing years who have delayed having children until recently-- these baby boomers are giving birth to the baby boom echo generation.

Obviously more births mean that over the short term the youth population is growing. According to the Bureau of the Census, the population of children under 6 reached 22.4 million in 1989, an increase of 2.7 million or 14 percent from 1980. The most probable projection scenario for the population of children in 1995 is the Bureau of the Census' highest growth series due to the increased number of births. In this scenario, the overall the number of youths under 18 years will reach 68.8 million, a 7 percent increase over 1989. Although growth is currently occurring in the under 6 group, this baby boom echo will increase the number of youngsters 6 to 12 years old and teens 13 to 17 toward the end of this decade and into the next century.

Regional Census data indicate certain areas have a higher-than-average growth rate in the preschool population. Between April 1980 and July 1988, the Pacific region led the way with the under 5 population advancing 32 percent compared to a lower 18 percent growth in total Pacific population. The New England, South Atlantic and West South Central regions each posted population gains of children under 5 at around 20 percent. On the other hand, a slight decline in the number of youngsters occurred in the Midwest, due to a slow growth rate in the overall population there.

Although they might not have a high concentration in the numbers of young children, certain states showed substantial gains in the under 5 population between April 1980 and July 1988. They include: Florida (49 percent); Alaska (47 percent); Nevada (45 percent); Arizona (40 percent); California (39 percent); District of Columbia (37 percent); New Hampshire (29 percent); Texas (27 percent); Maryland (27 percent), and Colorado (22 percent).

Selected Population Estimates, Including Armed Forces Overseas, 1980 to 1989 (in thousands)

	Under 6	% Chng	6 to 12	% Chng	13 to 17	% Chng	Total Population	% Chng
1980	19,639	**	24,289	**	19,768	**	227,757	**
1985	21,552	9.7%	23,076	-5.0%	18,352	-7.2%	239,279	5.1%
1989	22,357	3.7	24,973	8.2	16,753	-8.7	248,762	4.0

Note: Percent change is over prior year listed.

Source: Bureau of the Census.

Selected Population Projections, Including Armed Forces Overseas, 1995 to 2005 (in thousands). High fertility assumption, high net immigration assumption.

	Under 6	% Chng	6 to 12	% Chng	13 to 17	% Chng	Total Population	% Chng
1995	23,436	4.8	26,912	7.8	18,449	10.1	264,339	6.3
2000	23,334	-0.4	28,173	4.7	19,515	5.8	276,382	4.6
2005	23,909	2.5	28,201	0.1	20,654	5.8	288,496	4.4

Note: Percent change is over prior year listed. 1995 population growth is over 1989.

Source: Bureau of the Census.

PERCENT CHANGE IN THE RESIDENT AND PRESCHOOL POPULATION OF REGIONS, APRIL 1980 TO JULY 1988

Region	Resident Population	Under 5 years
Northeast	**3.0 %**	**12.4 %**
New England	5.0	18.0
Middle Atlantic	2.3	10.6
Midwest	**1.7**	**-0.4**
East North Central	1.0	-0.8
West North Central	3.3	0.4
South	**12.3**	**15.5**
South Atlantic	14.8	22.3
East South Central	4.6	-3.0
West South Central	13.2	17.6
West	**17.4**	**26.5**
Mountain	17.2	14.5
Pacific	17.5	31.6
United States	**8.5**	**12.9**

Source: Bureau of the Census.

HOUSEHOLD COMPOSITION

Approximately one-third of households in the U.S. include children or teenagers. In 1990, 93 million households were divided into three types: families with their own children under 18 (34 percent), families without children (37 percent), and nonfamily households (29 percent). A family consists of the householder and at least one additional person related to the householder through marriage, birth or adoption. A nonfamily household is composed of a householder who either lives alone or exclusively with persons unrelated to the householder.

Over the past decade there has been a decline in the proportion of "traditional" two-parent families and an increase in single-parent families, singles living alone, and other families without children.

The overall proportion of families with children has declined from 38 percent in 1980 to 34 percent in 1990. The number of households with children, however, has remained stable over the past decade at around 32 million.

The number of married couple households with children in 1990 was 24.5 million, a slight decrease from the 25.0 million households in 1980. Because of the high divorce rate and the increase in out-of-wedlock births, single parent families are on the rise. The number of single parent families with children advanced from 6.1 million in 1980 to 7.8 million in 1990, a 28 percent increase.

Still, it is important to note that the vast majority, 76 percent in 1990, of all households with children under 18 were married couples. Most other families had a female household head (20 percent) and only 4 percent were run by a male householder.

Families include fewer children today than the past. In 1990, eighty percent of households with children had one or two and twenty percent had 3 or more. The average number of own children per household with children in 1990 was 1.83, down from 1.91 in 1980.

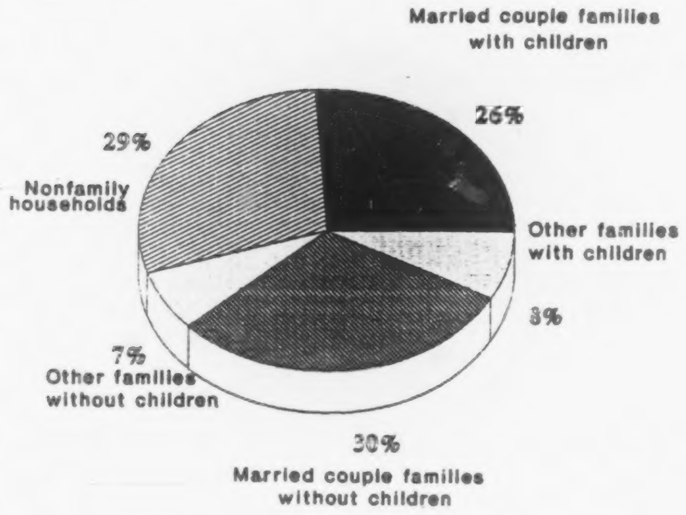
HOUSEHOLD COMPOSITION, BY PRESENCE OF CHILDREN UNDER 18: 1990, 1980, and 1970 (in thousands)

	1990		1980		1970	
Type of Household	Number	Percent	Number	Percent	Number	Percent
Family Households	66,090	70.8	59,550	73.7	51,456	81.2
No children under 18	33,801	36.2	28,528	35.3	22,725	35.8
With children under 18	32,289	34.6	31,022	38.4	28,732	45.3
Married-couple Families	52,317	56.0	49,112	60.8	44,728	70.5
No children under 18	27,780	29.8	24,151	29.9	19,196	30.3
With children under 18	24,537	26.3	24,961	30.9	25,532	40.3
Other Family, Male Householder	2,884	3.1	1,733	2.1	1,228	1.9
No children under 18	1,731	1.9	1,117	1.4	887	1.4
With children under 18	1,153	1.2	616	0.8	341	0.5
Other Family, Female Householder	10,890	11.7	8,705	10.8	5,500	8.7
No children under 18	4,290	4.6	3,261	4.0	2,642	4.2
With children under 18	6,599	7.1	5,445	6.7	2,858	4.5
Nonfamily Householder	27,257	29.2	21,226	26.3	11,945	18.8
All Households	93,347	100.0	80,776	100.0	63,401	100.0

Source: Bureau of the Census.

HOUSEHOLD COMPOSITION, 1990

Families with children captured
one-third of all households



Source: Bureau of the Census

LIVING ARRANGEMENTS OF CHILDREN

Although most children under 18 years of age live with both parents, the proportion who do so has declined substantially. Between 1970 and 1989, the number of children living with two parents declined from 85 percent to 73 percent, while the number living with one parent doubled from 12 to 24 percent.

Living Arrangements of Children Under 18 Years, 1989, 1980, 1970, and 1960

	Percent Distribution			
	1989	1980	1970	1960
Children under 18 years	100.0 %	100.0 %	100.0 %	100.0 %
Living with-				
Two parents	73.1	76.7	85.2	87.7
One parent	24.3	19.7	11.9	9.1
Mother only	21.5	18.0	10.8	8.0
Father only	2.8	1.7	1.1	1.1
Other relatives	2.1	3.1	2.2	2.5
Nonrelatives only	0.4	0.6	0.7	0.7

Source: Bureau of the Census, Current Population Reports.

GRANDCHILDREN

The number of children who lived in the home maintained by their grandparent(s) was 2,951,000* in 1989, or 5 percent of all children under 18 years old. Since 1970, the proportion of all children under 18 who lived in their grandparent(s) home has increased slightly.

In 1989, 14 percent of children living in a home maintained by their grandparents also had both parents living with them, 53 percent had only their mother present, and 30 percent were cared for only by the grandparents**.

* Excluding children whose parent(s) maintains the household, even if grandparents live in the household.

** Other adults (excluding parents) may be present in the home and may contribute toward the care or rearing of the grandchildren.

Children Living with Grandparent Householder, by Presence of Parents, 1989

	Percent			
	Total	White	Black	Hispanic*
Percent of total children living with grandparent householder	4.6 %	3.2 %	12.5 %	5.2 %
Living Arrangement				
Number of children living with grandparents	100.0 %	100.0 %	100.0 %	100.0 %
With both parents present	13.9	21.1	3.6	19.7
With mother only present	52.7	50.7	56.1	50.6
With father only present	3.5	4.0	2.5	4.2
With neither parent present	29.9	24.3	37.7	25.6

* Person of Hispanic origin may be of any race.

Source: Bureau of the Census, Current Population Reports.

CHILDREN WITH WORKING MOTHERS

In the 1990's most mothers-- including those with young children--are employed outside the home, according to the Bureau of Labor Statistics. The labor force participation rate for women 16 and over with children under 3 was 54 percent in March 1990- a significant increase from 34 percent in 1975. Of the 4.8 million women over 16 with children under 3 years old that were employed in March 1990, the majority worked full time-- only one-third (31 percent) were part-time workers.

The gap in the labor force participation between married and single mothers has narrowed. In 1970, 53 percent of single mothers worked outside the home, compared to only 38 percent of married mothers. During the 1980s, labor force participation rates for married mothers increased, while they remained the same for single mothers. By 1988, married mothers with children under 18 were just as likely to be employed as single mothers.

With more mothers of young children in the labor force, there is a growing demand for comprehensive child care services. According to the Census Bureau, for the 9.1 million children under 5 with working mothers in fall 1987, the largest proportion spent their time in another home--36 percent. The second most popular arrangement was in the child's own home (30 percent).

However, an increasingly popular alternative is organized daycare. In fall 1987, a full one-quarter (24 percent) of all working mothers with preschool children used organized daycare--up dramatically from 13 percent in June 1977. Not surprisingly, working women with children older than 3 were much more likely to use organized daycare than working mothers with infants. Other alternatives cited include the mother caring for her child while she works either at home or away from home (9 percent) or placing the child in a kindergarten/grade school (1 percent).

Children under 5 living in poverty in fall 1987 depended more on in-home care by their grandparents and relatives than did children of more economically advantaged parents. In contrast, families which were not poor more often used organized child care facilities and family day care providers outside their homes for their children than did families living in poverty.

PRIMARY CHILD CARE ARRANGEMENTS USED BY EMPLOYED MOTHERS FOR CHILDREN UNDER 5: FALL 1987 AND JUNE 1977

Type of arrangement	Percent using: Fall 1987	Percent using: June 1977*
Care in child's home	30 %	34 %
By father	15	14
By grandparent	5	--
By other relative	3	13
By nonrelative	6	7
Care in another home	36	41
By grandparent	9	--
By other relative	5	18
By nonrelative	22	22
Organized child care facilities	24	13
Day/group center	16	--
Nursery school/preschool	8	--
Kindergarten/grade school	1	1**
Mother cares for child at work***	9	11
	100 %	100 %

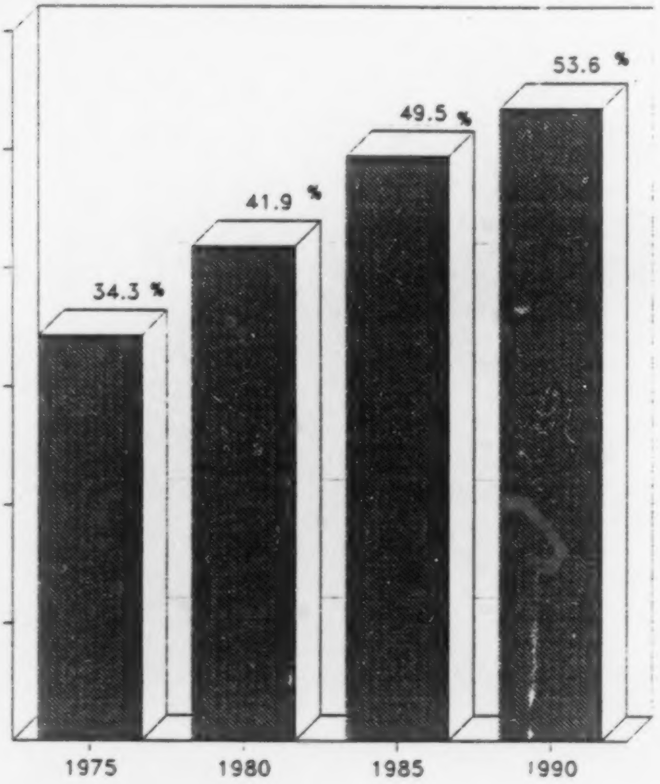
* Data only for the two youngest children under 5 year of age. Please note some of the data is unavailable.

** Includes other types of arrangements

*** Includes women working at home or away from home.

Note: Some of the numbers may not add due to rounding.

Source: Bureau of the Census.



Civilian Labor Force Participation for Women 16 and Over With Children Under 3 years old, 1975 to 1990

Source: Bureau of Labor Statistics

INCOME OF FAMILIES WITH CHILDREN

The income of families varies by the type of family and the presence of children. Not surprisingly, the median income of married couple families is higher than that of a family run by a single mother. Clearly, the large portion of dual-earners is a key factor contributing to the comparatively high income of married-couple families.

In real terms, the median income for families with children under 18 rose slightly in the 1980s, especially for married couple families. Between 1980 and 1989, the median income for married-couple families with children under 18 rose 9 percent, in 1989 dollars, reaching $39,995. During that same time period, median family income for female householder with no husband present increased a slight twc percent in real terms, to $12,979 in 1989.

In 1989, the majority of households headed by females with children under 18 had an annual household income under $15,000. In contrast, only 9 percent of married-couple families with children had a household income of under $15,000. Most married couples with children had incomes over $35,000 and 34 percent had household incomes of $50,000 and over.

DISTRIBUTION OF ANNUAL INCOME IN HOUSEHOLDS WITH RELATED CHILDREN UNDER 18- 1989

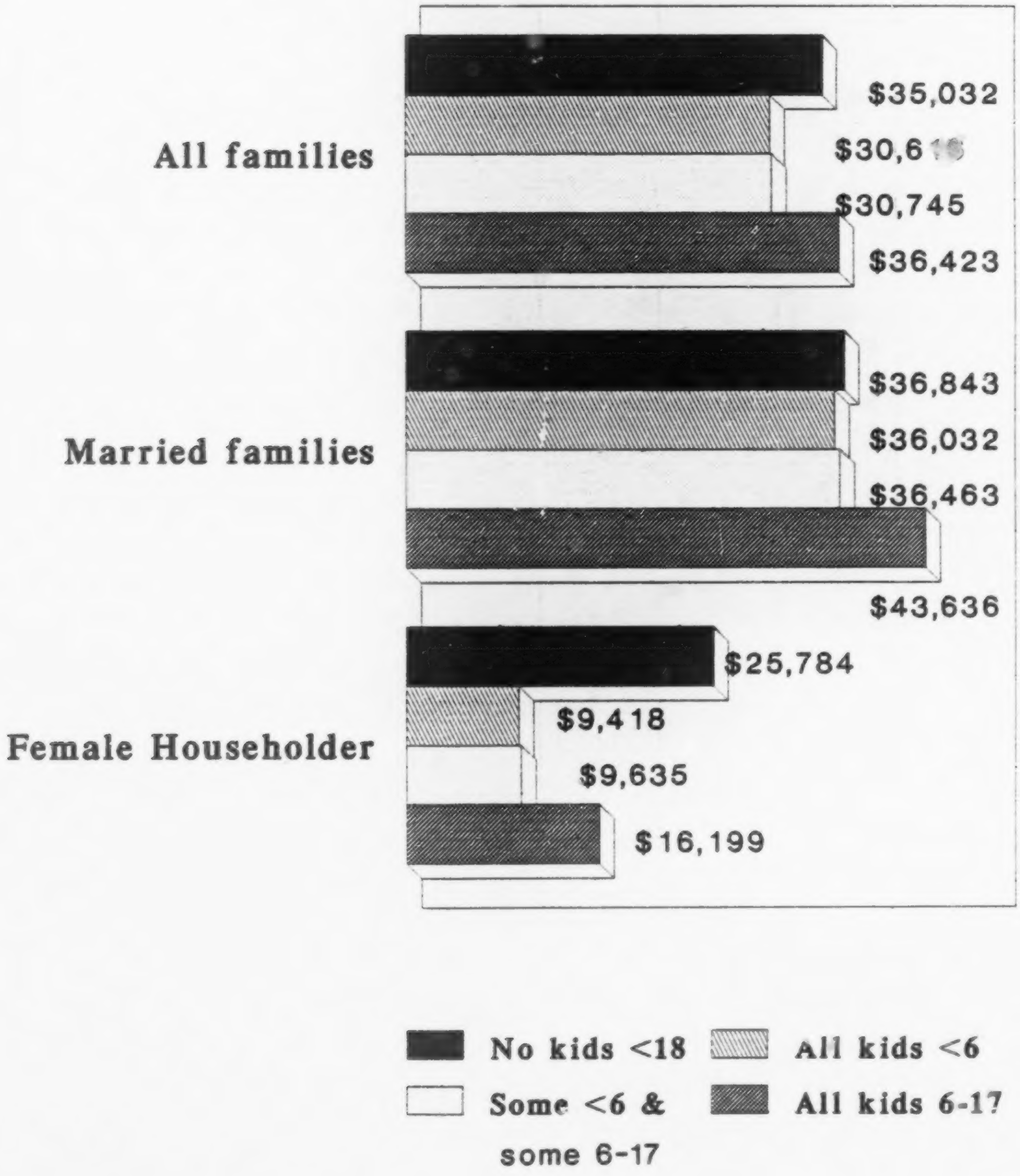
Families with children under 18:

Annual Household Income:	All Families*	Married-couple Families	Female Householder, No husband
Under $5,000	5 %	1 %	19 %
$5,000 to $14,999	14	8	37
$15,000 to $24,999	16	14	21
$25,000 to $34,999	16	18	11
$35,000 to $49,999	20	25	7
$50,000 to $74,999	19	22	4
$75,000 and over	10	12	1
	100 %	100 %	100 %

* Includes male householder, no wife present, not shown separately.

Source: Bureau of the Census, Income Statistics Branch, National Restaurant Association.

Median Family Income by Family Type and Presence of Children, 1989



Source: Bureau of the Census

EXPENDITURES ON FOOD AWAY FROM HOME

In 1989, households with children represented 43 percent of all spending on food away from home, although they comprised a lower 35 percent of all households, according to the Bureau of Labor Statistics' Consumer Expenditure Survey. No doubt the increased spending was due to the larger household size. However, on a per capita basis, households without children spent more on food away from home than households with children. In 1989, husband-wife families without children spent $988 per capita on food away from home compared to $596 for husband-wife families with children.

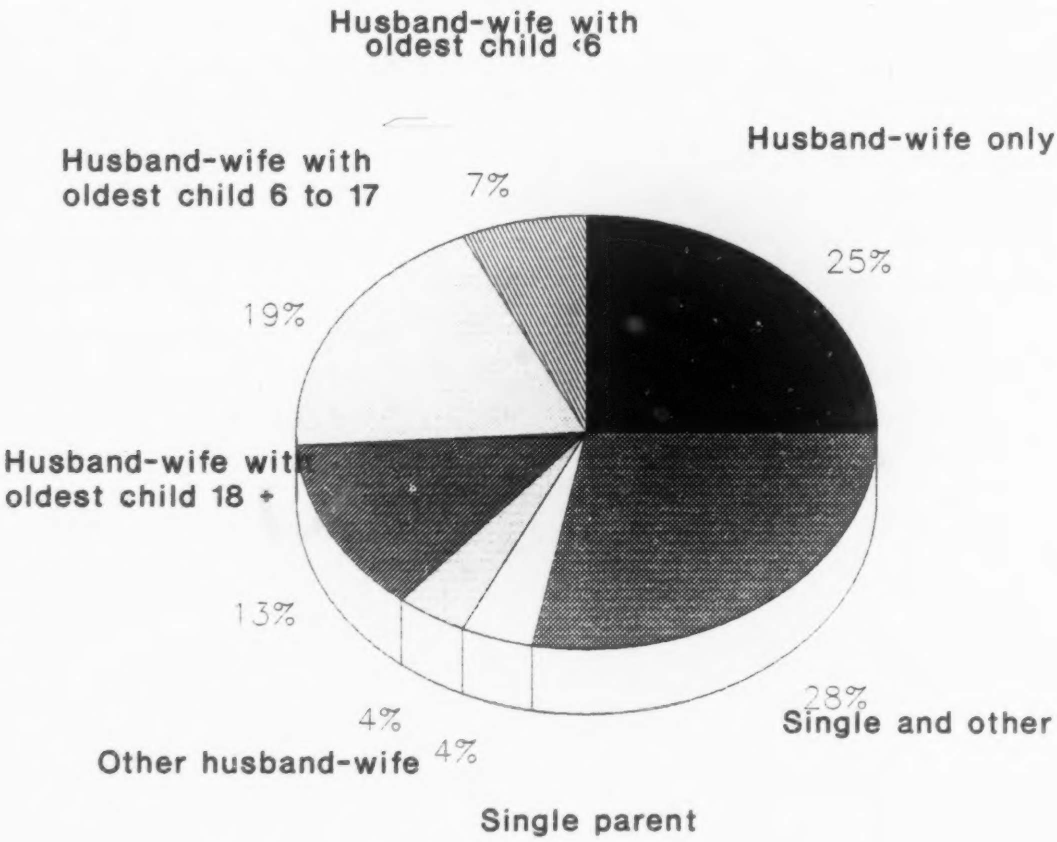
The age of the children influences spending on food away from home-households with older children spend more on food away from home than those with younger children. Husband-wife households where the oldest child was 18 or over spent considerably more per person on food away from home than husband-wife households where the oldest child was under 6-- $687 per year compared with $503. This difference is primarily attributable to household income, which was considerably higher for husband-wife families where the oldest child is 18 or over than those where the oldest child is under 6-- $48,660 compared with $37,601. Also, it is probable that families with older children are more likely to patronize tableservice restaurants in contrast to families with young children who frequently select a fast food place or order delivery.

Households with children where there is just one parent spent substantially less on per capita food away from home than husband-wife households with children. Single parents with children spent a lower $410 per person in 1989 on food away from home, compared with $596 for all husband-wife families with children. Again, this was influenced by household income which was considerably lower in the absence of a second parent-- $17,416 in 1989 compared to a higher $43,576 for all husband-wife families with children.

However, between 1988 and 1989, both single parent households and married-couple families with the oldest child under 6 posted double-digit gains in per capita spending on food away from home--above the gain for all households. Married-couple families with the oldest child 18 years or over, on the other hand, showed only a slight increase in spending.

Changes in household composition dramatically affected spending on food away from home, according to a special analysis of the 1988 Consumer Expenditure Survey. Adding a child to a husband-wife only family reduced per capita spending on food away from home by one-third. On the other hand, marriage (with or without children) increased per capita spending on food away from home by one-third. One of the most pronounced changes occurred when comparing families with young children versus families with older children. Married couple families with the oldest child 18 years or older spent over 50 percent more per capita on food away from home than married couple families with the oldest child under 6 years.

BREAKDOWN OF SPENDING ON FOOD AWAY FROM HOME- 1989



Source: Bureau of Labor Statistics Consumer Expenditure Survey, 1989; National Restaurant Association

HOUSEHOLD EXPENDITURES ON FOOD AWAY FROM HOME BY HOUSEHOLD COMPOSITION - 1989

Household Composition	Average Household: Size	Average Household: Income*	Average annual expenditures on food away	Percent of food away of: Total food budget	Percent of food away of: Total expenditures	Per capita expenditures on food away
All Households	2.6	$31,308	$1,762	42.4%	6.3%	$678
All Husband-wife Households	3.2	$40,913	$2,169	41.7	6.2	$678
Husband-wife only	2.0	$37,183	$1,977	45.1	6.4	$988
Husband-wife with children	3.9	$43,576	$2,326	41.1	6.2	$596
-oldest child under 6	3.5	$37,601	$1,762	38.1	5.2	$503
-oldest child 6 to 17	4.1	$43,486	$2,389	40.8	6.3	$583
-oldest child 18 or over	3.9	$48,660	$2,680	43.2	6.6	$687
Other husband-wife households	4.9	$42,171	$2,030	32.0	5.4	$414
Single parents with children	2.9	$17,416	$1,190	34.8	6.2	$410
Single person and other households	1.6	$20,260	$1,248	46.2	6.5	$780

* Income is before taxes.

Source: Bureau of Labor Statistics, Consumer Expenditure Survey, 1989; National Restaurant Association

HOW CHANGES IN HOUSEHOLD COMPOSITION AFFECT SPENDING ON FOOD AWAY FROM HOME

Scenario	Household Compositions Compared	Differences in per capita spending on food away from home
Adding a child	Husband-wife only to husband-wife-child	- 32.9 %
Families with young children vs. families with older children	Husband-wife-oldest child under 6 to husband-wife-oldest child 18 or over	52.5 %
Absence of parent	Husband-wife-child to single parents with child(ren)	- 33.9 %
Marriage, with or without children	Husband-wife to single person and other households	32.8 %

Source: Bureau of Labor Statistics, Consumer Expenditure Survey, 1988; National Restaurant Association

EXPLANATION OF TERMS

Household. Consists of all the persons who occupy a housing unit.

Family. A group of two persons or more (one of whom is a householder) related by birth, marriage, or adoption and residing together.

Householder. The person (or one of the persons) in whose name the housing unit is owned or rented. If the house is owned or rented jointly by a married couple, the householder may be either the husband or the wife. (Prior to 1980, the husband was always considered the householder in married-couple households).

Family Household. Consists of the householder and at least one additional person related to the householder through marriage, birth, or adoption.

Nonfamily Household. Composed of a householder who either lives alone or exclusively with persons unrelated to the householder.

Own children. Sons and daughters in a family, including stepchildren and adopted children, of the householder.

Related children. Include own children and all other children in the household who are related by birth, marriage, or adoption.

Income. Covers money income only, prior to deduction for taxes, and includes public assistance and welfare.

Median income. The middle value of income, where 50 percent of respondents are below the value and 50 percent are above.

CHILDREN'S DINING OUT BEHAVIOR

CHILDREN'S DINING OUT BEHAVIOR

In 1990, CREST* conducted a special study for the National Restaurant Association which helped identify differences in dining out behavior by family composition. Not surprisingly, there were notable differences in restaurant usage between households with children under 13 and those households with no children under 13.

Specifically, households with children under 13 had a greater proportion of eater occasions**:

- at quickservice establishments
- for off-premises eating
- in which promotions were used, and
- for dinner and weekend dining.

QUICKSERVICE MORE IMPORTANT

In households with children under 13, there was a greater emphasis on eating at quickservice restaurants than in households with no preteen children. Between June 1989 and May 1990, 79 percent of eater occasions for households with children under 13 were at quickservice restaurants compared to 61 percent for households with no children under 13. Still, one-fifth of eater occasions for households with children under 13 were at a tableservice restaurant.

* CREST stands for Consumer Reports on Eating Share Trends, a diary survey by one of the NPD marketing and research companies.

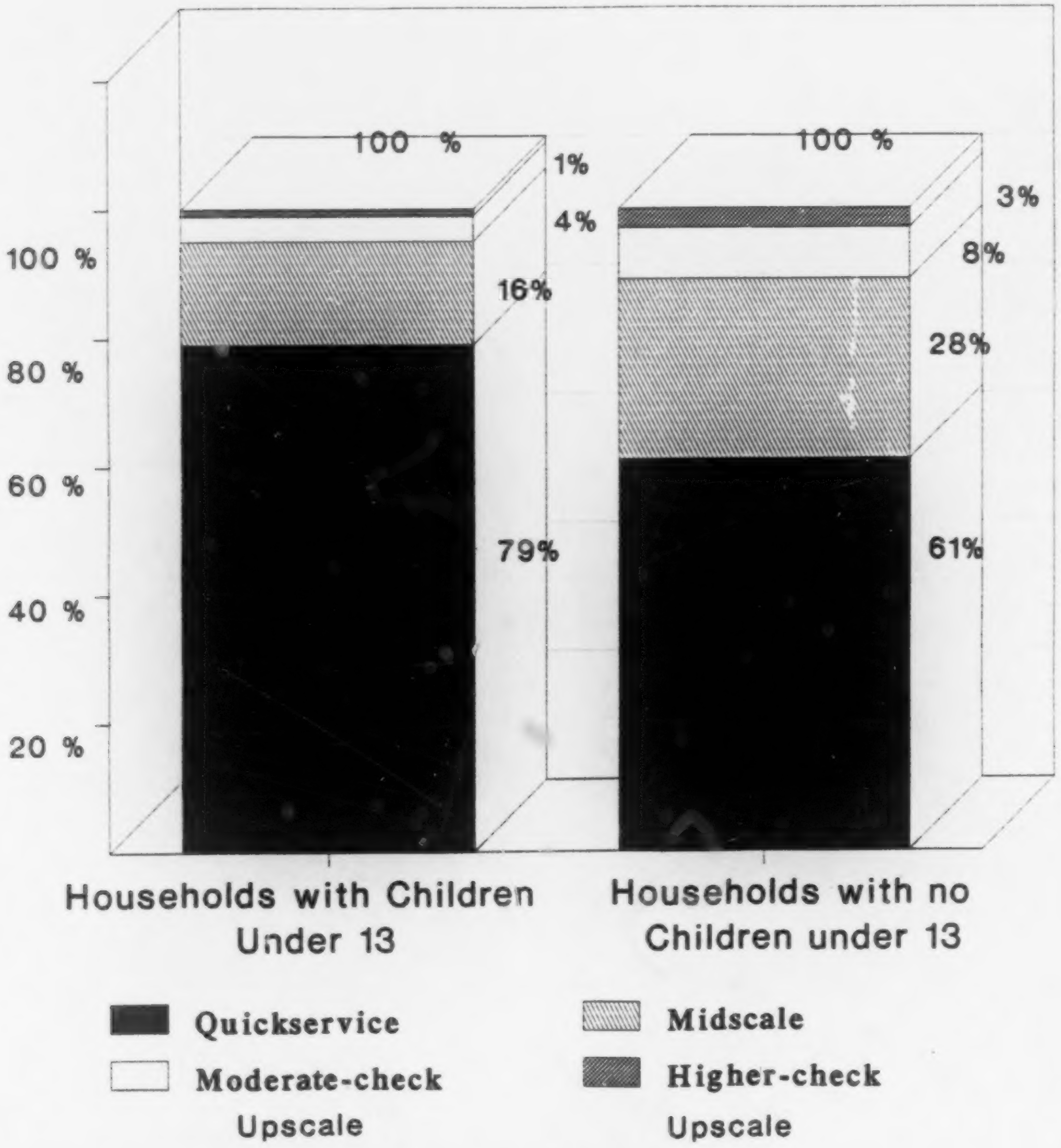
** an eater occasion is one meal eaten by one person.

In households with children under 13, a higher proportion of eater occasions were at pizza, hamburger, Mexican and ice cream restaurants than in households with no kids under 13. Pizza restaurants alone captured 18 percent of all eater occasions for households with preteen children versus 10 percent in households with no young children.

Whether the children under 13 are present for the restaurant meal has an impact on family behavior as well. When children under 13 were present, 81 percent of eater occasions were at quickservice restaurants compared to 72 percent when the children were not included.

Restaurant Segments

Distribution of Eater Occasions



Source: National Restaurant Association/CREST special study, data June 1989 through May 1990.

DISTRIBUTION OF RESTAURANT TRAFFIC

Where eaten:	-- percent of eater occasions** ---- Households with children under 13:	Households with no children under 13:
Total quickservice	79 %	61 %
-hamburger	29	22
-pizza	18	10
-chicken	5	5
-ice cream	5	3
-other sandwich	4	4
-Mexican	4	2
-donut	2	1
-fish/seafood	1	1
-Oriental	1	1
-other quickservice	10	12
Total midscale	16	28
-family style	3	4
-family steak	2	2
-hotel dining	1	1
-cafeteria	1	3
-Mexican	1	1
-Oriental	1	1
-Italian	1	1
-sandwich	1	1
-other midscale	5	14
Total moderate-check upscale	4	8
-fish/seafood	1	1
-Oriental	1	1
-Mexican	1	1
-other moderate-check upscale	1	5
Total higher-check upscale	1	3
-hotel dining	1	1
-other higher-check upscale	*	2
Total restaurants	100 %	100 %

* less than one-half of one percent.

** an eater occasion is one meal eaten by one person.

Source: National Restaurant Association/CREST special study, data June 1989 through May 1990.

GREATER EMPHASIS ON OFF-PREMISES EATING

Analysis of the association's special CREST study shows that the presence of kids creates a greater demand for off-premises eating. In households with children under 13, 54 percent of eater occasions were off-premises compared to a lower 40 percent in households with no children under 13. In addition, a greater proportion of occasions that were drive-thru, carry-out and delivery occurred in households with preteen children.

ON VS. OFF-PREMISES EATING

On vs.off-premises:	---- percent of eater occasions* ---- Households with children under 13:	Households with no children under 13:
on-premises	46 %	60 %
off-premises	54	40
-drive-thru	18	12
-carry-out	31	25
-delivery	5	3

* an eater occasion is one meal eaten by one person.

Source: National Restaurant Association/CREST special study, data June 1989 through May 1990.

When it comes to off-premises eating, a higher proportion of households with kids under 13 dined at home compared to households with no young children. Almost one-third of eater occasions of households with kids under 13 were at home compared to 19 percent of eater occasions when there were no kids under 13 in the household.

An even greater incidence of at-home eating occurred in households with kids under 13 when children were present. Nearly two in five of eater occasions when the preteen kids were present occurred at home.

WHERE RESTAURANT FOOD IS EATEN

	---- percent of eater occasions* ----	
Where eaten:	Households with children under 13:	Households with no children under 13:
at restaurant	46 %	60 %
at work	5	7
in car	10	8
at home	31	19
other	8	6
	100 %	100 %

* an eater occasion is one meal eaten by one person.

Source: National Restaurant Association/CREST special study, data June 1989 through May 1990.

A National Restaurant Association 1989 study, Dinner Decision Making, confirms the popularity of off-premises eating for parties with children. Forty-seven percent of adults who had dinner delivered in the 30 days preceding the survey dined with children under 13-years-old, and another 13 percent were joined by children between 13 and 17.

Carryout consumers who had purchased prepared food from a restaurant or fast food place were also frequently accompanied by children. Four in ten (39 percent) of consumers who had purchased carry out food included their children under 13-years-old, and another 13 percent included children aged 13 to 17.

Many of the reasons adults cited for ordering delivery or carryout were those that appealed to families such as:

* the fact that kids like it
* the need for convenience
* the speed of service
* the value for the money, and
* the use of special deal or coupons.

HIGHER USE OF PROMOTIONS, LOWER PER PERSON CHECK SIZE

Households with young children had a lower per person check average, according to the 1990 National Restaurant Association/CREST special study. This can be attributed to the lower cost of kid-sized portions, the larger share of occasions on deal, and the types of restaurants families with kids patronize.

Between June 1989 and May 1990, average check per person was $3.12 for households with children under 13 compared to $4.31 when there were no children under 13 in the household. Although the amount spent per person was lower in households with preteen children, the average check per party was slightly higher, due to the larger party size. The average party size in households with children under 13 was 2.4, compared to 1.6 for households with no young children.

Promotions were used more frequently in households with preteen children, especially when the children were present for the restaurant meal. Between June 1989 and May 1990, promotions were used on 22 percent of eater occasions in households with children under 13 compared to 20 percent in households without preteen children.

Among households with children under 13, a high 27 percent of all eater occasions involved the use of promotions when kids were present compared to 17 percent when they were not present. When kids under 13 were present, coupons were used in nearly half (46 percent) of all eater occasions that involved a promotion. The remainder (54 percent) of deal occasions were special offers, mainly restaurant specials, buy-one-get-one-free or combination offers. In comparison, a lower proportion of deal occasions when kids were not present were for coupons (34 percent) and two-thirds (66 percent) were for other special offers.

USE OF PROMOTIONS IN HOUSEHOLDS WITH CHILDREN UNDER 13

	Households with children under 13:	
	When children under 13 were present:	When children under 13 were not included:
	Percent of eater occasions* on which a deal was used:	
Deal rate	26.6 %	16.6 %
Coupons	14.0	6.2
-newspaper/ magazines	8.9	3.8
-in-store	1.6	0.8
-other place	1.4	0.6
-all other	2.2	1.0
Other special offers	15.9	11.8
-restaurant specials/ buy-one-get-one-free/ combination	11.6	8.5
-special person	0.4	1.3
-merchandise	1.4	0.3
-other	2.9	1.7

* an eater occasion is one meal eaten by one person.

Note: More than one type of promotion may be used in an eater occasion.

Source: National Restaurant Association/CREST special study, data June 1989 through May 1990.

DINNER AND WEEKENDS MORE POPULAR

Weekend dining was more popular in households with young children than among households with no youngsters. Between June 1989 and May 1990, 36 percent of eater occasions of households with kids under 13 were on Saturday or Sunday compared to 32 percent in households with no preteen kids. Dinner was also popular in households with young children.

DISTRIBUTION OF MEALS/SNACKS

	---- percent of eater occasions* ----	
Meal:	Households with children under 13:	Households with no children under 13:
Breakfast/AM snack	9	13 %
Lunch	34	38
Dinner	44	39
PM Snack	13	10
	----	----
	100 %	100 %

* an eater occasion is one meal eaten by one person.

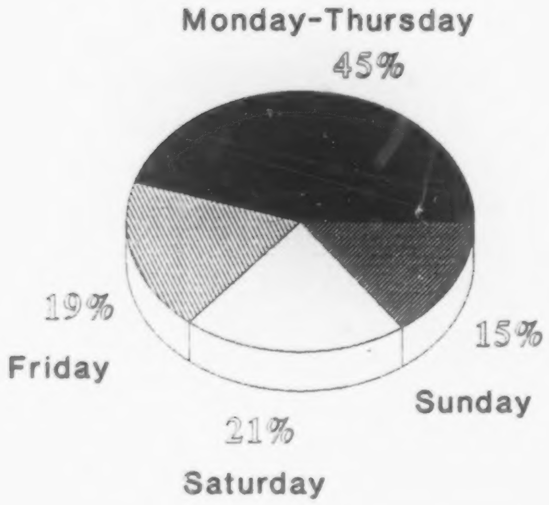
Source: National Restaurant Association/CREST special study, data June 1989 through May 1990.

In 1990, according to CREST Annual Reports, the number of parties with children under 18 years increased over 2 percent at quickservice restaurants, slightly higher than the growth in adult-only parties. Of particular note was the traffic growth of parties with children in ethnic quickservice restaurants. In 1990, the number of parties with children advanced 21 percent at quickservice Mexican restaurants, compared to a smaller 7 percent for adult-only parties. The number of parties with children at quickservice Asian restaurants advanced 14 percent, although somewhat lower than the 20 percent growth in adult-only parties. Also, in 1990, pizza restaurants captured 8 percent more parties with kids compared to a slight decline in adult-only parties.

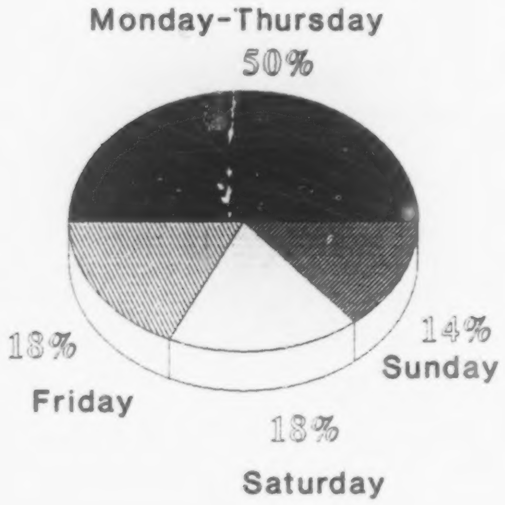
In 1990, tableservice restaurants posted a decline in the number of parties with kids. However, in 1989, moderate-check upscale places captured a 10 percent gain in the number of parties with children under 18 years and midscale restaurants showed a slight increase --both higher gains than with adult-only parties.

Restaurant Occasions by Weekpart

Households with children under 13 place a greater emphasis on weekend dining



Households with children under 13



Households with no children under 13

Source: National Restaurant Association/CREST special study data June 1989 through May 1990

CHILDREN'S DINING AT TABLESERVICE RESTAURANTS

The majority of parents say their children under 13 always or frequently accompany them on visits to tableservice restaurants, according to a 1990 National Restaurant Association/Gallup study. So you can't ignore the children if you plan to have their parents as customers. Children, particularly those ages 6 to 12, played a major role in influencing their parents to eat out at a tableservice restaurant as well as with the choice of the specific restaurant. Also, according to their parents, hamburgers, french fries, and chicken topped the list of children's favorite menu items.

THE FREQUENCY OF CHILDREN EATING AT A TABLESERVICE RESTAURANT

Seventy percent of parents say their children under 13 years always or frequently accompanied them when they dine at a tableservice restaurant.

Four in 10 adults always took their children when they went to a tableservice restaurant and one-third frequently did so. Less than one in 10 parents never took their children with them. There were no significant differences between the frequency of respondents taking children under 6 years old and taking children 6 to 12 years old when the adults dined out.

FREQUENCY OF TAKING CHILDREN TO DINE AT A TABLESERVICE RESTAURANT

"When you eat out at a tableservice restaurant, how frequently are you accompanied by your child/children under 6 years of age?"

"When you eat out at a tableservice restaurant, how frequently are you accompanied by your 6 to 12 year old child/children?"

	Adults with children ages:	
Frequency according to adult:	Under 6	6 to 12
Always	41 %	40 %
Frequently	32	35
Occasionally	17	20
Never	10	5
Total	100 %	100 %

Source: National Restaurant Association Gallup survey, 1990

CHILDREN'S INFLUENCE IN THE DECISION TO DINE OUT AT A TABLESERVICE RESTAURANT

Without a doubt, children influence where their family dines. Half of adults surveyed rated children under 13 as being influential or very influential in the decision to dine out. Overall, children aged 6 to 12 were reported as being more influential in the decision to eat out than children under 6 years of age. Fifty-five percent of adults rated their children 6 to 12 as influential or very influential. Still, a surprisingly large 48 percent of adults rated their children under 6 as being influential. Only one in 10 adults reported their children aged 6 to 12 as having no influence in the decision to eat at a tableservice restaurant compared to one in four adults who rated their children under 6 as having no influence.

THE INFLUENCE OF CHILDREN IN THE DECISION TO DINE OUT AT A TABLESERVICE RESTAURANT

"How influential is/are your child/children under 6 years of age in the decision to eat out?"

"How influential is/are your 6 to 12-year-old child/children in the decision to eat out?"

Influence according to adult:	Adults with children ages: Under 6	6 to 12 years
5- very influential	35 %	32 %
4	13	23
3	21	27
2	8	8
1- not at all influential	23	10
Total	100 %	100 %
Mean Score (1 to 5 Scale)	**3.30**	**3.59**

Source: National Restaurant Association Gallup survey, 1990

CHILDREN'S INFLUENCE IN THE DECISION TO DINE OUT AT A SPECIFIC TABLESERVICE RESTAURANT

When it came to selecting a specific tableservice restaurant, nearly half of adults with children under 13 rated their children as being very or somewhat influential in the decision.

Six to 12 year olds were reported as having a greater influence on the decision to eat at a specific tableservice restaurant than those under 6 years of age. Three in 10 adults with children aged 6 to 12 rated their children as having very little or no influence at all in the decision to eat at a specific tableservice restaurant. In comparison, 41 percent of those with children under 6 years old rated their children as having little or no influence.

INFLUENCE IN THE DECISION TO DINE AT A SPECIFIC TABLESERVICE RESTAURANT

"How influential is/are your child/children under 6 years of age in the decision to eat at a specific tableservice restaurant?"

"How influential is/are your child/children aged 6 to 12 years of age in the decision to eat at a specific tableservice restaurant?"

	Adults with children ages:	
Influence according to adult:	Under 6	6 to 12 years
5- very influential	32 %	28 %
4	13	19
3	14	24
2	11	14
1- not at all influential	30	15
Total	100 %	100 %
Mean Score (1 to 5 Scale)	**3.05**	**3.31**

Source: National Restaurant Association Gallup survey, 1990

SATISFYING THE NEEDS OF PARTIES WITH CHILDREN

Seventy-one percent of adults with children under 6 and 73 percent of adults with children aged 6 to 12 reported tableservice restaurants did an "excellent" or "good" job of meeting their needs when they dine out with children. About one-quarter in each group rated the job of meeting children's needs as "fair," and only 2 percent in each group gave a rating of "poor."

RATING OF JOB TABLESERVICE RESTAURANTS DO AT MEETING CHILDREN'S NEEDS

"Generally, how good a job do tableservice restaurants do at meeting the needs of customers eating out with children under 6 years of age?"

"Generally, how good a job do tableservice restaurants do at meeting the needs of customers eating out with children aged 6 to 12 years of age?"

	Adults with children ages:	
Rating according to adult:	Under 6	6 to 12 years
4 - excellent	15 %	20 %
3 - good	56	53
2 - fair	27	25
1 - poor	2	2
don't know	*	*
Total	100 %	100 %
Mean Score (1 to 4 Scale)	**2.84**	**2.90**

* less than 1 percent.

Source: National Restaurant Association Gallup survey, 1990

CHILDREN'S FAVORITE MENU ITEMS

More adults named hamburgers as their child's favorite menu item than any other item -- 42 percent of those with children under 6 years old and 45 percent of those with children aged 6 to 12. French fries were more commonly reported as their children's favorite menu item by adults with children under 6 years old than adults with children 6 to 12 years old. Chicken was reported as the favorite food on menus by over one in five adults with children under 13.

Pizza was reported as significantly more popular with 6 to 12 year olds when dining out than it was with under 6 year olds. Spaghetti and hot dogs ranked high among children under 6 and fish or fish and chips as well as steak tied for fifth favorite among children aged 6 to 12, according to their parents.

CHILDREN'S FAVORITE MENU ITEMS

"What is/are your child/children's, under 6 years of age, favorite menu items when they go out to a tableservice restaurant?"

"What is/are your 6 to 12 year old child/children's favorite menu items when they go out to a tableservice restaurant?"

	Adults with children ages:	
Favorite menu item according to adult:	Under 6	6 to 12 years
Hamburger	42 %	45 %
French fries	31	16
Chicken	23	21
Spaghetti	9	7
Hot dogs	8	5
Pizza	4	15
Baby food	3	*
Grilled cheese	3	2
Pancakes	3	2
Shrimp	3	8
Fish/fish and chips	3	9
Steak	3	9
Cheeseburger	3	6
Tacos	2	*
Mashed potatoes	2	*
Salad/salad bar	*	8
Chinese	*	4
Other	15	26
Don't know/refused	5	1

* Less than 1 percent mention.
Note: Respondents were allowed to list three responses.
Source: National Restaurant Association Gallup survey, 1990

RANKING OF FAVORITE MENU ITEMS FOR CHILDREN UNDER 6

Ranking of favorite food for children under 6 according to adult:

1) Hamburger
2) French fries
3) Chicken
4) Spaghetti
5) Hot dogs
6) Pizza
7) Baby food
7) Grilled cheese (tied)
7) Pancakes (tied)
7) Shrimp (tied)
7) Fish/fish and chips (tied)
7) Steak (tied)
7) Cheeseburger (tied)
14) Tacos
14) Mashed potatoes (tied)

Note: Respondents were allowed to list three responses.

Source: National Restaurant Association Gallup survey, 1990

RANKING OF FAVORITE MENU ITEMS FOR CHILDREN 6 TO 12

Ranking of favorite food for children 6 to 12 according to adult:

1) Hamburger
2) Chicken
3) French fries
4) Pizza
5) Fish and chips
5) Steak (tied)
7) Shrimp
7) Salad/ salad bar (tied)
9) Spaghetti
10) Cheeseburger
11) Hot dogs
12) Chinese
13) Grilled cheese
13) Pancakes (tied)

Note: Respondents were allowed to list three responses.

Source: National Restaurant Association Gallup survey, 1990

THE IMPORTANCE OF VARIOUS SERVICES PROVIDED FOR CHILDREN UNDER 13 YEARS

How can restaurateurs attract parties with children? One of the most important criteria for parents in choosing a tableservice restaurant is that the establishment offer their children's favorite foods. Nearly eight out of 10 parents with children younger than 13 rated this factor as being important in their choice of restaurant.

Other amenities of importance to more than half of the parents surveyed include speed of service, child-sized menu portions at lower prices and reduced- price promotions for children. Highchairs and diversions such as puzzles or games on menus and coloring books were of greater interest to parents with children younger than 6 than they were to parents with children between 6 and 12.

Among services to children that ranked the lowest in importance were providing separate sections to seat customers with children, coloring books or crayons, and salt and/or caffeine-free items- about two in five adults with children under 13 rated these services as very important or important.

THE IMPORTANCE OF SERVICES FOR CHILDREN PROVIDED BY TABLESERVICE RESTAURANTS

"How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children?"

	Rating of importance by adults with children under 13:						
Service:	1	2	3	4	5	Don't Know	Mean**
Children's favorite food items	3 %	4 %	12 %	24 %	55 %	1 %	4.25
Speed of service	3	3	15	26	52	*	4.20
Child-size portions at lower prices	9	6	9	18	58	*	4.11
Child's menu	9	5	15	18	53	*	4.00
Reduced price promotion	13	7	18	18	43	1	3.72
High chairs or booster chairs	25	4	10	9	52	*	3.59
Discounts for parties with children at off-peak hours	24	11	22	11	32	*	3.15
Menu games and/or puzzles	26	11	22	15	26	*	3.04
Salt and/or caffeine-free items	27	13	19	13	28	*	3.03
Coloring books or crayons	30	12	17	18	23	*	2.93
Separate section to seat customers with children	37	8	19	10	25	1	2.77

* Less than 1 percent.

** On a scale from 1 to 5 where 5 is "very important" and 1 is "not at all important."

Source: National Restaurant Association Gallup survey, 1990

MORE TABLESERVICE RESTAURANTS ARE PROVIDING CHILDREN'S MENU SELECTIONS

More tableservice restaurants are responding to children's needs, according to the National Restaurant Associations' 1990 menu analysis* published in Tableservice Trends. The number of tableservice restaurants offering children's selections has jumped significantly. Children's selections appeared on 30 percent of menus analyzed in 1990 versus 10 percent in 1985. Additionally, smaller portion sizes, probably in part to lure young patrons were being offered more. In 1990, four in ten (42 percent) of menus that were analyzed offered petite portions of beef and other meals compared to only 14 percent in 1985.

* This information was taken from an analysis from 100 randomly selected menus submitted to the National Restaurant Association's Great Menu Contest. Fifty menus were from 1985 and fifty from 1990.

TOP EIGHT RANKED MENU FEATURES IN 1990 COMPARED TO 1985

Features	Percent of menus featuring: 1990	1985	Percentage Point change:
1. Information about side dishes accompanying entrees	62 %	56 %	+ 6 %
2. Light and healthy selection	34	12	+ 22
3. Children's selection	30	10	+ 20
4. Soup and salad bar offered	28	16	+ 12
5. Daily/weekly specials	26	34	- 8
6. Offers smaller cuts/portion size of beef	22	10	+ 12
7. Offers petite/half size portions of select entrees other than beef	20	4	+ 16
8. Catering/banquets	18	14	+ 4

Source: National Restaurant Associations' 1990 menu analysis.

FAMILY HOLIDAYS POPULAR FOR DINING OUT

DINING OUT ON FAMILY DAYS

Family-oriented holidays are a popular time to dine out in a restaurant, according to the National Restaurant Association Gallup 1990 study Holiday Dining. Mother's Day and Father's Day are celebrated often in a restaurant. No doubt many of the four in ten adults who dined out on Mother's Day and who dined out on Father's Day were accompanied by children, ranking second and third among twelve holidays in terms of adults dining out.

THE LIKELIHOOD OF EATING AT A RESTAURANT ON VARIOUS HOLIDAYS

	Percent who answered the following over the past twelve months:		
Occasions	Yes	No	Don't know
Your Birthday	47 %	51 %	2 %
Mother's Day	39	60	1
Father's Day	24	75	1
Valentine's Day	22	76	2
Easter	16	83	1
New Year's Eve	13	86	1
St. Patrick's Day	10	88	2
Thanksgiving	10	89	1
New Year's Day	8	91	1
Secretaries' Day	8	90	2
Christmas Day	6	94	*
Grandparents' Day	5	93	2

* less than one-half of one percent.

Source: National Restaurant Association Gallup study Holiday Dining, 1990.

DETAILED TABLES OF NATIONAL RESTAURANT ASSOCIATION
GALLUP SURVEY

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC028
QNJ9: About how often do you usually eat out at a tableservice restaurant?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
Never	21 1%	5 1%	16 2%	18 1%	3 2%	-	4 1%	2 1%	1 1%	1 1%	13 5%	10 1%	11 2%
Almost ever day	140 9%	83 11%	57 7%	123 9%	15 9%	23 11%	31 8%	19 6%	40 18%	13 6%	14 5%	68 7%	69 12%
2 - 3 times a week	321 20%	175 23%	146 17%	270 19%	44 25%	43 20%	75 19%	67 21%	38 18%	40 19%	58 22%	180 18%	139 23%
About once a week	384 24%	189 25%	196 23%	358 25%	21 12%	61 28%	83 21%	73 23%	61 28%	61 29%	45 17%	246 24%	130 22%
2 - 3 time a month	352 22%	145 19%	207 24%	311 22%	40 22%	59 27%	86 22%	71 22%	30 14%	38 18%	67 25%	234 23%	117 20%
About once a month	237 15%	107 14%	130 15%	199 14%	37 21%	25 12%	66 17%	58 18%	25 12%	29 14%	34 13%	165 16%	72 12%
Less often than once a month	158 10%	54 7%	104 12%	139 10%	16 9%	8 4%	46 12%	29 9%	19 9%	25 12%	30 11%	94 9%	59 10%
Don't Know	8 0%	4 1%	3 0%	8 1%	-	-	-	-	1 1%	-	6 2%	8 1%	-

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC029
QN19: About how often do you usually eat out at a tableservice restaurant?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	20
WEIGHTED TOTAL	1620	683	643	280	538	555	421	676	179	246	252	228	210	207	211	266
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Never	21	3	5	13	-	5	17	7	9	6	-	6	9	-	-	-
	1%	0%	1%	4%		1%	4%	1%	5%	2%		3%	4%			
Almost ever day	140	75	55	9	63	44	22	46	8	26	22	22	10	18	16	25
	9%	11%	9%	3%	12%	8%	5%	7%	4%	11%	9%	10%	5%	9%	8%	10%
2 - 3 times a week	321	170	110	38	133	105	56	108	38	49	57	43	36	30	50	54
	20%	25%	17%	13%	25%	19%	13%	16%	21%	20%	23%	19%	17%	15%	24%	20%
About once a week	384	170	153	55	141	155	66	164	30	54	34	72	42	61	66	54
	24%	25%	24%	20%	26%	28%	16%	24%	17%	22%	13%	31%	20%	30%	32%	20%
2 - 3 time a month	352	145	160	44	101	131	102	164	42	44	62	42	59	46	32	67
	22%	21%	25%	16%	19%	24%	24%	24%	23%	18%	25%	18%	28%	22%	15%	25%
About once a month	237	72	93	72	74	61	93	111	19	36	55	14	29	32	30	41
	15%	11%	14%	26%	14%	11%	22%	16%	11%	15%	22%	6%	14%	16%	14%	15%
Less often than once a month	158	45	65	45	27	50	65	72	33	27	21	29	23	19	15	23
	10%	7%	10%	16%	5%	9%	15%	11%	18%	11%	8%	13%	11%	9%	7%	9%
Don't Know	8	2	1	4	-	3	-	3	-	4	-	-	2	-	-	1
	0%	0%	0%	1%		1%		1%		2%			1%			0%

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC030
QN19: About how often do you usually eat out at a tableservice restaurant?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG- LAND	MID- ATLC.	MID- WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102.	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
Never	21 1%	11 3%	-	11 3%	1 0%	1 0%	-	9 2%	3 1%	6 4%	-	-	-
Almost ever day	140 9%	32 8%	14 17%	18 6%	31 8%	18 7%	13 9%	48 10%	32 10%	15 10%	29 9%	3 3%	26 11%
2 - 3 times a week	321 20%	80 20%	12 15%	68 21%	57 14%	38 15%	18 13%	113 23%	78 23%	35 22%	72 22%	21 23%	51 22%
About once a week	384 24%	87 22%	20 24%	68 21%	95 24%	54 21%	41 29%	138 28%	96 29%	42 26%	64 20%	19 21%	45 19%
2 - 3 time a month	352 22%	99 25%	19 23%	80 25%	99 25%	65 25%	34 24%	70 14%	39 12%	30 19%	84 26%	24 26%	61 26%
About once a month	237 15%	64 16%	9 11%	55 17%	74 18%	53 21%	20 14%	64 13%	49 15%	15 9%	35 11%	7 8%	28 12%
Less often than once a month	158 10%	28 7%	8 10%	20 6%	40 10%	24 9%	16 11%	50 10%	36 11%	14 9%	40 12%	16 18%	24 10%
Don't Know	8 0%	-	-	-	6 2%	6 2%	-	1 0%	-	1 1%	-	-	-

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC031
QN20: How many children under 6 years of age live in your household?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
None (0.0)	1294 80%	611 80%	683 79%	1168 82%	112 64%	162 73%	205 52%	255 80%	210 97%	204 98%	258 97%	762 76%	514 86%
1	182 11%	81 11%	101 12%	144 10%	34 19%	37 17%	103 26%	36 11%	5 2%	2 1%	-	137 14%	46 8%
2	115 7%	53 7%	62 7%	92 6%	24 13%	22 10%	60 15%	23 7%	2 1%	-	9 3%	82 8%	34 6%
3	27 2%	15 2%	12 1%	21 1%	6 3%	-	22 6%	4 1%	-	1 1%	-	23 2%	4 1%
4 or more (4.0)	1 0%	-	1 0%	1 0%	-	-	1 0%	-	-	-	-	1 0%	-
Mean	.31	.31	.31	.28	.56	.36	.75	.29	.04	.03	.06	.37	.21
Standard Deviation	.68	.68	.68	.66	.85	.66	.94	.65	.23	.25	.36	.74	.57

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC032
QN20: How many children under 6 years of age live in your household?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
None (0.0)	1294 80%	536 79%	509 79%	235 84%	432 80%	448 81%	319 76%	526 78%	152 85%	210 85%	190 75%	189 83%	167 80%	150 73%	182 86%	206 77%
1	182 11%	98 14%	70 11%	13 5%	60 11%	66 12%	49 12%	86 13%	15 9%	22 9%	30 12%	16 7%	24 11%	38 18%	14 6%	39 15%
2	115 7%	38 6%	55 8%	23 8%	42 8%	31 6%	40 9%	51 8%	11 6%	8 3%	22 9%	22 10%	17 8%	19 9%	12 6%	16 6%
3	27 2%	9 1%	8 1%	9 3%	4 1%	10 2%	12 3%	11 2%	1 1%	5 2%	10 4%	1 0%	2 1%	-	3 1%	6 2%
4 or more (4.0)	1 0%	1 0%	-	-	-	-	1 0%	1 0%	-	1 1%	-	-	-	-	-	-
Mean	.31	.30	.32	.31	.29	.28	.40	.34	.22	.24	.41	.28	.30	.36	.22	.33
Standard Deviation	.68	.66	.68	.76	.64	.65	.80	.71	.58	.66	.81	.65	.65	.65	.62	.69

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC033
QN20: How many children under 6 years of age live in your household?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
None (0.0)	1294 80%	322 81%	69 84%	254 80%	305 76%	204 79%	100 70%	408 83%	286 86%	122 76%	259 80%	72 80%	188 80%
1	182 11%	42 10%	7 9%	34 11%	51 13%	23 9%	28 19%	57 11%	30 9%	26 17%	33 10%	8 9%	25 11%
2	115 7%	33 8%	5 7%	28 9%	39 10%	28 11%	11 8%	19 4%	15 5%	4 3%	23 7%	9 10%	14 6%
3	27 2%	2 0%	-	2 0%	8 2%	5 2%	3 2%	9 2%	2 1%	7 4%	8 2%	1 1%	7 3%
4 or more (4.0)	1 0%	1 0%	-	1 0%	-	-	-	-	-	-	-	-	-
Mean	.31	.30	.22	.32	.38	.36	.42	.25	.20	.35	.32	.32	.32
Standard Deviation	.68	.66	.56	.69	.74	.75	.74	.62	.54	.75	.72	.71	.72

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC034
QN21: When you eat out at a tableservice restaurant, how frequently are you accompanied by your child/ children under 6 years of age?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
Always (4)	132 8%	56 7%	76 9%	92 6%	39 22%	21 9%	83 21%	20 6%	1 1%	2 1%	5 2%	101 10%	31 5%
Frequently (3)	105 6%	52 7%	53 6%	96 7%	5 3%	25 12%	58 15%	18 6%	4 2%	-	-	80 8%	24 4%
Occasionally (2)	56 3%	29 4%	27 3%	44 3%	12 7%	8 4%	31 8%	16 5%	-	1 1%	-	38 4%	18 3%
Never (1)	33 2%	13 2%	21 2%	26 2%	7 4%	4 2%	15 4%	9 3%	2 1%	-	4 1%	23 2%	10 2%
Mean	3.03	3.01	3.05	2.98	3.20	3.07	3.12	2.78	2.71	3.30	2.74	3.07	2.91
Standard Deviation	1.00	.96	1.03	.97	1.13	.90	.97	1.05	1.36	1.41	2.12	.98	1.05

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC035
QN21: When you eat out at a tableservice restaurant, how frequently are you accompanied by your child/ children under 6 years of age?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	378	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
Always (4)	132 8%	45 7%	58 9%	28 10%	27 5%	48 9%	56 13%	63 9%	13 7%	18 7%	39 16%	19 8%	16 8%	18 9%	7 4%	14 5%
Frequently (3)	105 6%	59 9%	46 7%	-	46 9%	31 6%	21 5%	41 6%	12 7%	5 2%	12 5%	10 5%	20 10%	25 12%	9 4%	23 9%
Occasionally (2)	56 3%	32 5%	17 3%	6 2%	22 4%	17 3%	14 3%	26 4%	1 1%	12 5%	5 2%	7 3%	5 2%	9 5%	4 2%	14 5%
Never (1)	33 2%	11 2%	12 2%	11 4%	11 2%	12 2%	11 3%	20 3%	1 1%	1 0%	5 2%	2 1%	3 1%	4 2%	8 4%	10 4%
Mean	3.03	2.94	3.13	3.02	2.84	3.07	3.20	2.99	3.36	3.10	3.39	3.19	3.14	3.02	2.54	2.67
Standard Deviation	1.00	.91	.96	1.36	.83	1.03	1.04	1.06	.79	.98	.97	.96	.85	.89	1.21	1.02

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC036
QN21: When you eat out at a tableservice restaurant, how frequently are you accompanied by your child/ children under 6 years of age?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
Always (4)	132 8%	28 7%	2 3%	26 8%	39 10%	20 8%	19 13%	37 7%	21 6%	16 [illegible]	27 8%	2 2%	25 11%
Frequently (3)	105 6%	28 7%	5 6%	24 7%	35 9%	21 8%	14 10%	24 5%	16 5%	8 5%	17 5%	10 11%	8 3%
Occasionally (2)	56 3%	16 4%	5 6%	11 3%	9 2%	5 2%	4 2%	17 4%	8 3%	9 6%	14 4%	6 7%	8 3%
Never (1)	33 2%	6 1%	1 1%	4 1%	15 4%	9 3%	6 4%	7 1%	3 1%	4 3%	6 2%	-	6 3%
Mean	3.03	3.02	2.61	3.09	3.01	2.96	3.08	3.07	3.15	2.98	3.01	2.79	3.09
Standard Deviation	1.00	.94	.93	.93	1.06	1.06	1.08	.98	.92	1.08	1.03	.69	1.14

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC037
QN22: How influential is/are your child/children under 6 years of age in the decision to eat out?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FEMALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MARRIED	NOT MARRIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all influential)	66 4%	33 4%	33 4%	59 4%	7 4%	6 3%	48 12%	12 4%	-	-	-	57 6%	9 2%
2	23 1%	15 2%	8 1%	21 1%	2 1%	-	11 3%	6 2%	4 2%	2 1%	-	19 2%	5 1%
3	62 4%	35 5%	27 3%	52 4%	9 5%	16 7%	27 7%	17 5%	1 1%	1 1%	-	45 5%	17 3%
4	39 2%	21 3%	18 2%	32 2%	7 4%	7 3%	27 7%	5 2%	-	-	-	36 4%	2 0%
5 (Very influential)	102 6%	32 4%	70 8%	68 5%	31 18%	25 12%	58 15%	14 4%	-	-	5 2%	62 6%	39 7%
Mean	3.30	3.02	3.54	3.12	3.95	3.82	3.21	3.05	2.26	2.35	5.00	3.13	3.79
Standard Deviation	1.56	1.48	1.60	1.56	1.44	1.37	1.64	1.47	.71	.71	-	1.56	1.49

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC038
QN22: How influential is/are your child/children under 6 years of age in the decision to eat out?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all influential)	66 4%	33 5%	26 4%	7 2%	22 4%	21 4%	20 5%	28 4%	5 3%	5 2%	18 7%	11 5%	10 5%	10 5%	2 1%	10 4%
2	23 1%	9 1%	11 2%	2 1%	13 2%	6 1%	3 1%	8 1%	-	6 3%	3 1%	-	1 0%	6 3%	4 2%	3 1%
3	62 4%	30 4%	26 4%	6 2%	22 4%	22 4%	17 4%	25 4%	2 1%	11 4%	10 4%	7 3%	6 3%	9 4%	3 1%	17 6%
4	39 2%	25 4%	14 2%	-	19 4%	14 3%	5 1%	17 2%	1 1%	4 2%	7 3%	1 0%	8 4%	9 4%	4 2%	7 3%
5 (Very influential)	102 6%	39 6%	44 7%	19 7%	19 4%	32 6%	47 11%	52 8%	18 10%	9 4%	19 8%	18 8%	16 8%	20 9%	8 4%	13 5%
Mean	3.30	3.20	3.31	3.63	3.00	3.32	3.60	3.45	4.01	3.15	3.10	3.39	3.46	3.40	3.61	3.19
Standard Deviation	1.56	1.53	1.57	1.73	1.45	1.54	1.65	1.58	1.69	1.38	1.70	1.80	1.65	1.57	1.46	1.45

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC040
QN23: How influential is/are your child/children, under 6 years of age, in the decision to eat at a specific tableservice restaurant?

		SEX		RACE		AGE							MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all influential)	88 5%	48 6%	40 5%	79 6%	9 5%	12 5%	56 14%	15 5%	5 2%	-	-	65 6%	24 4%
2	32 2%	27 4%	5 1%	27 2%	5 3%	8 4%	21 5%	3 1%	-	-	-	23 2%	9 2%
3	42 3%	17 2%	25 3%	29 2%	10 6%	5 2%	23 6%	13 4%	-	1 1%	-	36 4%	6 1%
4	38 2%	17 2%	20 2%	31 2%	6 3%	8 3%	22 6%	8 2%	-	-	-	33 3%	5 1%
5 (Very influential)	93 6%	26 3%	66 8%	66 5%	26 15%	22 10%	49 13%	15 5%	-	2 1%	5 2%	63 6%	29 5%
Mean	3.05	2.61	3.44	2.90	3.64	3.35	2.93	3.06	1.00	4.30	5.00	3.03	3.10
Standard Deviation	1.65	1.55	1.65	1.66	1.55	1.67	1.65	1.55	0.00	1.41	-	1.61	1.79

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC041
QN23: How influential is/are your child/children, under 6 years of age, in the decision to eat at a specific tableservice restaurant?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all influential)	88 5%	44 6%	34 5%	10 3%	30 6%	25 5%	29 7%	29 4%	11 6%	12 5%	22 9%	10 4%	7 3%	21 10%	6 3%	11 4%
2	32 2%	11 2%	11 2%	9 3%	5 1%	20 4%	6 1%	5 1%	-	3 1%	3 1%	5 2%	6 3%	3 1%	4 2%	8 3%
3	42 3%	17 3%	18 3%	7 2%	17 3%	9 2%	11 3%	25 4%	-	3 1%	9 4%	3 1%	9 4%	4 2%	1 0%	13 5%
4	38 2%	21 3%	17 3%	-	17 3%	11 2%	9 2%	18 3%	2 1%	2 1%	10 4%	4 2%	5 2%	7 3%	4 2%	7 3%
5 (Very influential)	93 6%	43 6%	41 6%	9 3%	26 5%	30 5%	37 9%	53 8%	13 7%	14 6%	13 5%	15 6%	14 7%	18 9%	5 3%	12 4%
Mean	3.05	3.05	3.16	2.70	3.03	3.00	3.20	3.48	3.23	3.10	2.82	3.22	3.35	2.99	2.94	3.02
Standard Deviation	1.65	1.68	1.65	1.62	1.62	1.64	1.76	1.59	2.03	1.81	1.67	1.74	1.54	1.81	1.75	1.47

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC042
QN23: How influential is/are your child/children, under 6 years of age, in the decision to eat at a specific tableservice restaurant?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all influential)	88 5%	17 4%	2 3%	14 5%	31 8%	10 4%	21 14%	21 4%	9 3%	12 8%	20 6%	8 9%	12 5%
2	32 2%	5 1%	-	5 2%	9 2%	8 3%	1 1%	12 2%	5 1%	7 4%	6 2%	1 1%	5 2%
3	42 3%	16 4%	1 1%	15 5%	8 2%	4 2%	4 3%	7 1%	5 1%	2 1%	11 3%	3 3%	8 4%
4	38 2%	16 4%	7 9%	9 3%	2 0%	1 0%	1 1%	12 2%	9 3%	3 2%	8 2%	2 2%	6 2%
5 (Very influential)	93 6%	18 5%	1 2%	17 5%	34 8%	24 9%	10 7%	28 6%	18 5%	10 6%	13 4%	4 4%	9 4%
Mean	3.05	3.19	3.43	3.14	2.99	3.43	2.41	3.18	3.50	2.75	2.79	2.61	2.86
Standard Deviation	1.65	1.49	1.36	1.53	1.82	1.74	1.80	1.67	1.58	1.74	1.61	1.76	1.59

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC043

QN24: Generally, how good a job do tableservice restaurants do at meeting the needs of customers eating out with children under 6 years of age?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
Excellent (4)	44 3%	22 3%	22 3%	32 2%	12 7%	10 5%	21 5%	8 3%	-	-	5 2%	27 3%	17 3%
Good (3)	164 10%	69 9%	95 11%	129 9%	31 18%	27 12%	106 27%	28 9%	-	3 2%	-	127 13%	37 6%
Fair (2)	78 5%	43 6%	35 4%	64 5%	13 8%	12 5%	43 11%	18 6%	5 2%	-	-	61 6%	17 3%
Poor (1)	7 0%	3 0%	4 0%	7 0%	-	6 3%	1 0%	-	-	-	-	6 1%	1 0%
Mean	2.84	2.81	2.86	2.80	2.97	2.75	2.85	2.82	2.00	3.00	4.00	2.79	2.97
Standard Deviation	.70	.73	.68	.71	.68	.90	.62	.68	0.00	0.00	-	.68	.75

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC044
QN24: Generally, how good a job do tableservice restaurants do at meeting the needs of customers eating out with children under 6 years of age?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
Excellent (4)	44 3%	18 3%	13 2%	12 4%	8 2%	15 3%	19 5%	14 2%	8 4%	4 2%	8 3%	9 4%	5 2%	4 2%	-	13 5%
Good (3)	164 10%	71 10%	71 11%	22 8%	49 9%	48 9%	62 15%	81 12%	14 8%	20 8%	34 13%	21 9%	25 12%	22 11%	21 10%	21 8%
Fair (2)	78 5%	42 6%	35 5%	-	35 7%	29 5%	9 2%	31 5%	4 2%	10 4%	15 6%	7 3%	11 5%	20 10%	-	15 5%
Poor (1)	7 0%	4 1%	3 0%	-	3 1%	3 1%	1 0%	4 1%	-	-	-	-	-	6 3%	-	1 1%
Mean	2.84	2.76	2.78	3.35	2.66	2.80	3.08	2.81	3.15	2.82	2.88	3.05	2.86	2.48	3.00	2.92
Standard Deviation	.70	.72	.67	.51	.68	.74	.61	.66	.70	.63	.64	.67	.62	.81	0.00	.82

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC045
QN24: Generally, how good a job do tableservice restaurants do at meeting the needs of customers eating out with children under 6 years of age?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
Excellent (4)	44 3%	7 2%	3 4%	4 1%	18 5%	15 6%	3 2%	15 3%	5 1%	11 7%	3 1%	1 1%	2 1%
Good (3)	164 10%	41 10%	4 5%	37 12%	42 11%	22 8%	20 14%	43 9%	28 8%	15 9%	33 12%	13 14%	25 11%
Fair (2)	78 5%	21 5%	4 5%	17 5%	23 6%	10 4%	13 9%	17 3%	10 3%	7 4%	17 5%	4 5%	13 6%
Poor (1)	7 0%	3 1%	-	3 1%	-	-	-	4 1%	3 1%	1 1%	-	-	-
Mean	2.84	2.74	2.92	2.70	2.95	3.10	2.74	2.87	2.75	3.04	2.75	2.83	2.71
Standard Deviation	.70	.70	.84	.68	.71	.74	.63	.79	.73	.85	.55	.55	.56

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC046
QN25: What is/are your child's/children's, under 6 years of age, favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
Hamburger	122 8%	61 8%	61 7%	88 6%	33 19%	26 12%	62 16%	20 6%	5 2%	3 1%	5 2%	90 9%	32 5%
French fries	91 6%	42 6%	49 6%	66 5%	25 14%	30 14%	44 11%	11 3%	1 0%	-	5 2%	62 6%	29 5%
Chicken	66 4%	35 5%	31 4%	58 4%	8 5%	8 4%	42 11%	14 4%	-	2 1%	-	52 5%	14 2%
Spaghetti	25 2%	12 2%	13 2%	18 1%	7 4%	5 2%	17 4%	3 1%	-	-	-	25 2%	-
Hot dog	21 1%	11 1%	14 2%	21 1%	3 2%	-	15 4%	9 3%	-	-	-	19 2%	5 1%
Pizza	12 1%	3 0%	9 1%	10 1%	2 1%	1 0%	8 2%	3 1%	-	-	-	8 1%	4 1%
Baby food	10 1%	6 1%	4 0%	9 1%	1 1%	1 0%	8 2%	1 0%	-	-	-	10 1%	-
Grilled Cheese	10 1%	2 0%	7 1%	10 1%	-	4 2%	5 1%	1 0%	-	-	-	5 0%	5 1%
Pancakes	10 1%	8 1%	2 0%	7 0%	1 1%	-	8 2%	2 1%	-	-	-	8 1%	3 1%
Shrimp	10 1%	5 1%	4 0%	7 0%	2 1%	-	7 2%	2 1%	-	-	-	8 1%	1 0%
Fish/ Fish & Chips	10 1%	4 1%	6 1%	6 0%	4 2%	3 1%	6 2%	-	-	-	-	8 1%	1 0%

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC046 (CONTINUED)
QN25: What is/are your child's/children's, under 6 years of age, favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
Cheese Burger	9 1%	-	9 1%	9 1%	-	4 2%	4 1%	1 0%	-	-	-	5 0%	4 1%
Tacos	7 0%	4 1%	3 0%	7 0%	-	2 1%	4 1%	1 0%	-	-	-	7 1%	-
Mashed Potatoes	6 0%	1 0%	5 1%	4 0%	2 1%	2 1%	4 1%	-	-	-	-	4 0%	2 0%
Seafood (no specifics)	3 0%	2 0%	1 0%	2 0%	1 1%	-	1 0%	2 1%	-	-	-	1 0%	2 0%
Salad/ Salad Bar	2 0%	-	2 0%	2 0%	-	-	1 0%	1 0%	-	-	-	1 0%	1 0%
Chinese	1 0%	-	1 0%	1 0%	-	-	-	1 0%	-	-	-	1 0%	-
Lobster	1 0%	-	1 0%	-	1 1%	-	-	1 0%	-	-	-	-	1 0%
Other	38 2%	21 3%	17 2%	23 2%	14 8%	7 3%	21 5%	9 3%	-	-	-	27 3%	11 2%
Don't Know	13 1%	9 1%	4 0%	11 1%	2 1%	6 3%	7 2%	-	-	-	-	13 1%	-
Refused	2 0%	-	2 0%	2 0%	-	-	2 1%	-	-	-	-	2 0%	-

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC047
QN25: What is/are your child's/children's, under 6 years of age,
favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	206 100%	211 100%	266 100%
Hamburger	122 8%	46 7%	47 7%	28 10%	33 6%	39 7%	47 11%	48 7%	13 7%	12 5%	28 11%	16 7%	17 8%	20 10%	3 1%	26 10%
French fries	91 6%	31 5%	39 6%	22 8%	26 5%	18 3%	46 11%	34 5%	15 8%	8 3%	20 8%	3 1%	11 5%	19 9%	8 4%	21 8%
Chicken	66 4%	37 5%	23 4%	6 2%	21 4%	28 5%	16 4%	28 4%	3 2%	12 5%	10 4%	9 4%	5 2%	12 6%	5 2%	12 5%
Spaghetti	25 2%	12 2%	8 1%	5 2%	9 2%	8 1%	7 2%	12 2%	1 1%	2 1%	5 2%	-	5 2%	3 1%	2 1%	8 3%
Hot dog	24 1%	16 2%	8 1%	-	15 3%	3 1%	5 1%	10 1%	4 2%	5 2%	5 2%	2 1%	6 3%	1 0%	-	4 2%
Pizza	12 1%	7 1%	5 1%	-	4 1%	3 1%	4 1%	9 1%	-	1 0%	1 0%	2 1%	2 1%	1 0%	-	6 2%
Baby food	10 1%	6 1%	5 1%	-	2 0%	4 1%	4 1%	4 1%	-	2 1%	1 0%	-	-	1 0%	3 1%	3 1%
Grilled Cheese	10 1%	3 0%	6 1%	-	3 1%	3 1%	4 1%	7 1%	-	-	1 0%	1 0%	-	3 1%	4 2%	1 0%
Pancakes	10 1%	2 0%	8 1%	-	1 0%	7 1%	-	2 0%	-	2 1%	-	5 2%	3 1%	1 0%	-	-
Shrimp	10 1%	2 0%	8 1%	-	3 1%	7 1%	-	3 0%	1 1%	-	3 1%	-	4 2%	1 0%	-	1 0%
Fish/ Fish & Chips	10 1%	2 0%	7 1%	-	2 0%	2 0%	5 1%	6 1%	-	5 2%	-	2 1%	-	3 1%	-	-

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC047 (CONTINUED)
QN25: What is/are your child's/children's, under 6 years of age,
favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
Cheese Burger	9 1%	4 1%	3 0%	2 1%	1 0%	4 1%	4 1%	5 1%	4 2%	3 1%	-	-	-	2 1%	4 2%	-
Tacos	7 0%	2 0%	5 1%	-	2 0%	3 1%	2 0%	3 0%	-	-	1 0%	4 2%	1 0%	-	-	2 1%
Mashed Potatoes	6 0%	4 1%	2 0%	-	-	3 1%	2 0%	5 1%	-	-	-	2 1%	2 1%	2 1%	-	1 0%
Seafood (no specifics)	3 0%	3 0%	-	-	3 1%	-	-	1 0%	-	2 1%	-	1 0%	-	-	-	-
Salad/ Salad Bar	2 0%	1 0%	-	1 0%	1 0%	-	1 0%	2 0%	-	-	1 0%	-	-	1 0%	-	-
Chinese	1 0%	1 0%	-	-	1 0%	-	-	1 0%	-	-	-	-	-	1 0%	-	-
Lobster	1 0%	-	1 0%	-	-	1 0%	-	-	1 1%	-	-	-	-	1 0%	-	-
Other	38 2%	11 2%	15 2%	12 4%	12 2%	7 1%	18 4%	14 2%	3 2%	3 1%	10 4%	8 4%	1 0%	2 1%	2 1%	11 4%
Don't Know	13 1%	8 1%	5 1%	-	6 1%	3 1%	3 1%	4 1%	-	2 1%	4 2%	-	2 1%	4 2%	-	1 0%
Refused	2 0%	2 0%	-	-	-	2 0%	-	2 0%	-	-	2 1%	-	-	-	-	-

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC048
QN25: What is/are your child's/children's, under 6 years of age, favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG- LAND	MID- ATLC.	MID- WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
Hamburger	122 8%	24 6%	3 4%	21 7%	36 9%	22 8%	14 10%	31 6%	17 5%	14 9%	31 10%	7 8%	23 10%
French fries	91 6%	21 5%	3 4%	18 6%	32 8%	18 7%	14 10%	22 4%	11 3%	11 7%	16 5%	1 1%	15 6%
Chicken	66 4%	19 5%	1 1%	18 6%	12 3%	8 3%	3 2%	23 5%	20 6%	3 2%	12 4%	3 3%	9 4%
Spaghetti	25 2%	3 1%	-	3 1%	4 1%	4 2%	-	8 2%	5 1%	2 1%	10 3%	1 1%	9 4%
Hot dog	24 1%	7 2%	1 1%	6 2%	9 2%	6 2%	3 2%	2 0%	-	2 1%	6 2%	5 6%	1 0%
Pizza	12 1%	4 1%	1 1%	3 1%	4 1%	1 0%	3 2%	3 1%	1 0%	2 1%	1 0%	-	1 0%
Baby food	10 1%	1 0%	-	1 0%	3 1%	2 1%	1 1%	5 1%	3 1%	2 1%	1 0%	1 1%	-
Grilled Cheese	10 1%	1 0%	-	1 0%	4 1%	3 1%	1 1%	-	-	-	5 2%	4 4%	1 0%
Pancakes	10 1%	-	-	-	3 1%	3 1%	-	-	-	-	7 2%	3 3%	4 2%
Shrimp	10 1%	4 1%	-	4 1%	3 1%	3 1%	-	2 0%	1 0%	1 1%	-	-	-
Fish/ Fish & Chips	10 1%	-	-	-	2 0%	1 0%	1 1%	5 1%	3 1%	2 1%	2 1%	-	2 1%

CfMC048 (CONTINUED)
QN25: What is/are your child's/children's, under 6 years of age, favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
Cheese Burger	9 1%	1 0%	-	1 0%	6 1%	-	6 4%	-	-	-	2 1%	-	2 1%
Tacos	7 0%	-	-	-	2 0%	-	2 1%	2 0%	2 1%	-	3 1%	2 2%	1 0%
Mashed Potatoes	6 0%	2 1%	-	2 1%	3 1%	1 0%	2 1%	2 0%	-	2 1%	-	-	-
Seafood (no specifics)	3 0%	-	-	-	1 0%	1 0%	-	2 0%	-	2 1%	-	-	-
Salad/ Salad Bar	2 0%	1 0%	-	1 0%	1 0%	-	1 1%	-	-	-	-	-	-
Chinese	1 0%	-	-	-	1 0%	1 0%	-	-	-	-	-	-	-
Lobster	1 0%	1 0%	-	1 0%	-	-	-	-	-	-	-	-	-
Other	38 2%	10 3%	5 6%	5 2%	5 1%	3 1%	2 1%	9 2%	4 1%	5 3%	13 4%	2 2%	11 5%
Don't Know	13 1%	2 1%	-	2 1%	4 1%	1 0%	3 2%	5 1%	3 1%	2 1%	2 1%	1 1%	1 0%
Refused	2 0%	-	-	-	-	-	-	2 0%	-	2 1%	-	-	-

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC049

QN26: How many children 6-12 years of age live in your household?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
None (0.0)	1307 81%	625 82%	682 79%	1165 82%	130 74%	199 90%	259 66%	191 60%	189 87%	205 99%	264 99%	770 77%	520 87%
1	202 12%	89 12%	113 13%	176 12%	21 12%	10 5%	81 21%	83 26%	23 10%	3 1%	2 1%	149 15%	50 8%
2	84 5%	32 4%	53 6%	69 5%	15 9%	7 3%	43 11%	31 10%	4 2%	-	-	68 7%	16 3%
3	25 2%	13 2%	12 1%	15 1%	10 6%	5 2%	8 2%	11 3%	1 1%	-	-	15 1%	11 2%
4 or more (4.0)	2 0%	2 0%	-	2 0%	-	-	-	2 1%	-	-	-	2 0%	-
Mean	.28	.26	.30	.26	.47	.17	.49	.59	.16	.01	.01	.34	.19
Standard Deviation	.64	.64	.65	.61	.88	.59	.77	.85	.46	.12	.09	.69	.56

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC050
QN26: How many children 6-12 years of age live in your household?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
None (0.0)	1307 81%	551 81%	505 79%	240 86%	431 80%	440 79%	346 82%	516 76%	163 91%	194 79%	212 84%	193 85%	183 87%	151 73%	174 83%	199 75%
1	202 12%	90 13%	89 14%	20 7%	72 13%	79 14%	38 9%	99 15%	12 7%	35 14%	21 8%	22 10%	19 9%	37 18%	22 10%	46 17%
2	84 5%	34 5%	39 6%	11 4%	29 5%	27 5%	27 6%	49 7%	4 2%	11 5%	18 7%	6 3%	8 4%	14 7%	11 5%	15 6%
3	25 2%	8 1%	10 2%	7 3%	7 1%	7 1%	10 2%	12 2%	-	6 2%	1 0%	7 3%	-	4 2%	2 1%	6 2%
4 or more (4.0)	2 0%	-	-	2 1%	-	2 0%	-	-	-	-	-	-	-	-	2 1%	-
Mean	.28	.27	.31	.26	.28	.29	.29	.34	.11	.30	.24	.24	.17	.38	.27	.35
Standard Deviation	.64	.60	.66	.72	.63	.66	.69	.69	.38	.66	.60	.64	.47	.70	.69	.69

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC051

QN26: How many children 6-12 years of age live in your household?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
None (0.0)	1307 81%	334 83%	73 89%	261 82%	311 77%	204 79%	106 74%	397 80%	274 82%	123 77%	266 82%	75 84%	190 81%
1	202 12%	47 12%	6 7%	41 13%	62 15%	34 13%	28 19%	58 12%	40 12%	18 11%	36 11%	7 7%	29 12%
2	84 5%	13 3%	1 1%	12 4%	26 7%	17 7%	9 6%	29 6%	16 5%	13 8%	16 5%	8 9%	8 4%
3	25 2%	7 2%	2 2%	5 1%	4 1%	4 2%	-	8 2%	2 1%	6 4%	7 2%	-	7 3%
4 or more (4.0)	2 0%	-	-	-	-	-	-	2 0%	2 1%	-	-	-	-
Mean	.28	.23	.17	.25	.31	.31	.32	.30	.26	.38	.27	.24	.28
Standard Deviation	.64	.59	.56	.60	.64	.67	.59	.69	.63	.79	.65	.61	.67

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC052
QN27: When you eat out at a tableservice restaurant, how frequently are you accompanied by your 6-12 year old child/children?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
Always (4)	125 8%	55 7%	70 8%	100 7%	23 13%	6 3%	57 15%	50 16%	12 5%	-	-	94 9%	30 5%
Frequently (3)	110 7%	45 6%	65 8%	103 7%	4 3%	3 2%	49 13%	51 16%	6 3%	-	-	94 9%	16 3%
Occasionally (2)	63 4%	32 4%	31 4%	50 4%	11 6%	8 4%	19 5%	21 6%	10 5%	3 1%	2 1%	38 4%	23 4%
Never (1)	16 1%	5 1%	12 1%	9 1%	8 4%	4 2%	7 2%	5 2%	-	-	-	8 1%	8 1%
Mean	3.09	3.10	3.09	3.12	2.92	2.47	3.19	3.15	3.08	2.00	2.00	3.17	2.87
Standard Deviation	.90	.88	.91	.83	1.21	1.15	.87	.84	.92	0.00	-	.83	1.06

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC053
QN27: When you eat out at a tableservice restaurant, how frequently are you accompanied by your 6-12 year old child/children?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	165	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
Always (4)	125 8%	42 6%	61 9%	20 7%	35 6%	52 9%	29 7%	59 9%	10 5%	21 9%	14 5%	19 8%	10 5%	19 9%	20 9%	23 9%
Frequently (3)	110 7%	55 8%	54 8%	1 0%	45 8%	43 8%	18 4%	62 9%	3 2%	20 8%	20 8%	11 5%	12 6%	22 11%	8 4%	17 6%
Occasionally (2)	63 4%	34 5%	16 3%	10 3%	25 5%	15 3%	20 5%	29 4%	2 1%	10 4%	7 3%	3 1%	4 2%	9 4%	6 3%	24 9%
Never (1)	16 1%	1 0%	7 1%	8 3%	4 1%	4 1%	7 2%	10 2%	1 1%	1 0%	-	1 1%	3 1%	5 3%	3 1%	3 1%
Mean	3.09	3.04	3.22	2.86	3.02	3.24	2.93	3.06	3.31	3.17	3.17	3.38	3.04	2.98	3.22	2.88
Standard Deviation	.90	.78	.85	1.31	.84	.83	1.03	.90	1.01	.82	.70	.82	.95	.96	1.03	.95

CfMC054

QN27: When you eat out at a tableservice restaurant, how frequently are you accompanied by your 6-12 year old child/children?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
Always (4)	125 8%	34 8%	3 4%	31 10%	33 8%	20 8%	13 9%	45 9%	30 9%	15 10%	13 4%	3 4%	10 4%
Frequently (3)	110 7%	21 5%	4 5%	17 5%	38 10%	23 9%	15 11%	28 6%	19 6%	10 6%	22 7%	8 9%	15 6%
Occasionally (2)	63 4%	10 2%	2 3%	8 2%	14 3%	10 4%	3 2%	19 4%	10 3%	9 5%	20 6%	3 4%	17 7%
Never (1)	16 1%	2 1%	-	2 1%	8 2%	3 1%	5 4%	4 1%	1 0%	3 2%	2 1%	-	2 1%
Mean	3.09	3.29	3.09	3.32	3.04	3.07	2.99	3.18	3.28	3.01	2.80	3.00	2.74
Standard Deviation	.90	.85	.83	.86	.92	.86	1.03	.91	.83	1.02	.84	.72	.88

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC055
QN28: How influential is/are your 6-12 year old child/children in the decision to eat out?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all influential)	30 2%	14 2%	16 2%	25 2%	5 3%	2 1%	15 4%	6 2%	7 3%	-	-	24 2%	6 1%
2	25 2%	16 2%	9 1%	22 2%	1 1%	-	6 1%	14 4%	5 2%	2 1%	-	18 2%	8 1%
3	79 5%	37 5%	42 5%	69 5%	8 4%	10 4%	29 8%	34 11%	4 2%	1 1%	-	67 7%	11 2%
4	67 4%	31 4%	36 4%	57 4%	8 4%	6 3%	27 7%	30 9%	4 2%	-	-	52 5%	14 2%
5 (Very influential)	96 6%	34 4%	62 7%	79 6%	17 10%	-	48 12%	39 12%	7 3%	-	2 1%	65 7%	31 5%
Mean	3.59	3.41	3.73	3.56	3.82	3.11	3.69	3.69	3.00	2.46	5.00	3.52	3.82
Standard Deviation	1.29	1.29	1.28	1.29	1.39	.96	1.35	1.17	1.60	.71	-	1.28	1.35

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC056
QN28: How influential is/are your 6-12 year old child/children in the decision to eat out?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all influential)	30 2%	15 2%	10 2%	4 2%	10 2%	9 2%	10 2%	13 2%	3 2%	5 2%	10 4%	-	8 4%	1 1%	3 1%	3 1%
2	25 2%	12 2%	13 2%	-	14 3%	9 2%	-	9 1%	-	7 3%	-	2 1%	3 1%	6 3%	2 1%	6 2%
3	79 5%	39 6%	33 5%	5 2%	37 7%	27 5%	11 3%	41 6%	1 1%	10 4%	15 6%	2 1%	5 2%	9 4%	14 7%	24 9%
4	67 4%	30 4%	30 5%	5 2%	18 3%	31 6%	12 3%	33 5%	2 1%	9 4%	9 4%	13 6%	3 1%	16 8%	6 3%	12 4%
5 (Very influential)	96 6%	35 5%	44 7%	17 6%	26 5%	35 6%	34 8%	53 8%	9 5%	21 8%	7 3%	16 7%	7 3%	18 8%	8 4%	19 7%
Mean	3.59	3.44	3.66	3.97	3.33	3.67	3.89	3.70	3.99	3.65	3.08	4.31	2.96	3.84	3.46	3.60
Standard Deviation	1.29	1.29	1.26	1.47	1.26	1.23	1.44	1.26	1.61	1.39	1.39	.86	1.68	1.14	1.22	1.15

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC057
QN28: How influential is/are your 6-12 year old child/children in the decision to eat out?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all influential)	30 2%	5 1%	1 1%	4 1%	13 3%	8 3%	5 4%	6 1%	3 1%	3 2%	5 2%	1 1%	4 2%
2	25 2%	4 1%	1 1%	2 1%	13 3%	8 3%	6 4%	5 1%	4 1%	1 1%	3 1%	1 1%	2 1%
3	79 5%	17 4%	2 3%	15 5%	17 4%	10 4%	7 5%	28 6%	18 5%	10 6%	16 5%	6 7%	10 4%
4	67 4%	12 3%	3 3%	10 3%	19 5%	10 4%	8 6%	18 4%	14 4%	4 3%	18 6%	1 1%	17 7%
5 (Very influential)	96 6%	26 7%	2 2%	25 8%	22 5%	17 6%	5 4%	35 7%	20 6%	15 9%	13 4%	5 5%	8 4%
Mean	3.59	3.80	3.36	3.87	3.26	3.36	3.10	3.76	3.75	3.78	3.55	3.55	3.55
Standard Deviation	1.29	1.26	1.41	1.25	1.42	1.46	1.37	1.22	1.16	1.35	1.20	1.28	1.20

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC058
QN29: How influential is/are your 6-12 year old child/children in the decision to eat at a specific tableservice restaurant?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all influential)	44 3%	22 3%	22 3%	38 3%	6 3%	3 1%	18 5%	13 4%	9 4%	1 1%	-	31 3%	13 2%
2	43 3%	25 3%	18 2%	34 2%	8 4%	6 3%	19 5%	15 5%	3 1%	-	-	29 3%	14 2%
3	71 4%	33 4%	38 4%	67 5%	1 1%	2 1%	26 7%	33 10%	8 4%	2 1%	-	65 7%	3 0%
4	55 3%	23 3%	32 4%	45 3%	11 6%	2 1%	21 5%	29 9%	1 1%	-	2 1%	44 4%	11 2%
5 (Very influential)	84 5%	28 4%	56 6%	70 5%	13 8%	4 2%	41 11%	32 10%	7 3%	-	-	57 6%	27 5%
Mean	3.31	3.08	3.49	3.30	3.46	2.86	3.39	3.41	2.85	2.07	4.00	3.29	3.38
Standard Deviation	1.41	1.39	1.40	1.39	1.54	1.59	1.45	1.30	1.61	1.41	-	1.35	1.63

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC059
QN29: How influential is/are your 6-12 year old child/children in the decision to eat at a specific tableservice restaurant?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all influential)	44 3%	23 3%	19 3%	3 1%	19 3%	11 2%	11 3%	16 2%	6 3%	13 5%	10 4%	2 1%	2 1%	9 4%	6 3%	3 1%
2	43 3%	13 2%	18 3%	11 4%	11 2%	19 3%	12 3%	17 2%	1 1%	6 3%	2 1%	10 4%	5 2%	5 2%	2 1%	13 5%
3	71 4%	32 5%	31 5%	5 2%	30 6%	27 5%	7 2%	36 5%	-	7 3%	11 4%	6 3%	3 2%	7 3%	15 7%	21 8%
4	55 3%	23 3%	28 4%	4 1%	12 2%	27 5%	12 3%	28 4%	5 3%	6 2%	9 4%	8 3%	7 3%	12 6%	3 2%	10 4%
5 (Very influential)	84 5%	40 6%	36 6%	8 3%	32 6%	26 5%	26 6%	52 8%	3 2%	19 8%	9 3%	7 3%	8 4%	18 9%	7 3%	17 6%
Mean	3.31	3.34	3.35	3.10	3.26	3.35	3.45	3.55	2.91	3.21	3.12	3.25	3.53	3.52	3.10	3.39
Standard Deviation	1.41	1.45	1.39	1.45	1.46	1.29	1.56	1.36	1.78	1.67	1.46	1.31	1.39	1.51	1.34	1.22

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC060
QN29: How influential is/are your 6-12 year old child/children in the decision to eat at a specific tableservice restaurant?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all influential)	44 3%	4 1%	1 1%	3 1%	17 4%	8 3%	9 6%	18 4%	13 4%	5 3%	6 2%	2 2%	4 2%
2	43 3%	11 3%	1 1%	10 3%	12 3%	7 3%	5 3%	10 2%	5 2%	5 3%	9 3%	3 4%	6 3%
3	71 4%	13 3%	2 3%	11 3%	18 4%	10 4%	8 6%	21 4%	15 4%	6 4%	19 6%	5 6%	14 6%
4	55 3%	13 3%	3 3%	10 3%	15 4%	11 4%	3 2%	21 4%	18 5%	3 2%	7 2%	2 2%	5 2%
5 (Very influential)	84 5%	23 6%	2 2%	22 7%	24 6%	17 7%	7 5%	22 4%	9 3%	14 8%	15 5%	2 2%	13 6%
Mean	3.31	3.63	3.36	3.67	3.21	3.44	2.82	3.21	3.07	3.45	3.25	2.86	3.38
Standard Deviation	1.41	1.31	1.41	1.31	1.49	1.46	1.52	1.44	1.37	1.56	1.33	1.24	1.36

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC061
QN30: Generally, how good a job do tableservice restaurants do at meeting the needs of customers eating out with 6-12 year old children?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
Excellent (4)	58 4%	25 3%	34 4%	53 4%	5 3%	-	27 7%	22 7%	7 3%	-	2 1%	45 4%	13 2%
Good (3)	157 10%	58 8%	99 11%	131 9%	21 12%	11 5%	67 17%	65 20%	12 5%	3 1%	-	118 12%	37 6%
Fair (2)	74 5%	41 5%	34 4%	62 4%	12 7%	7 3%	27 7%	32 10%	9 4%	-	-	55 6%	19 3%
Poor (1)	7 0%	7 1%	-	7 0%	-	-	4 1%	2 1%	-	-	-	7 1%	-
Don't Know	1 0%	1 0%	-	-	-	-	-	1 0%	-	-	-	1 0%	-
Mean	2.90	2.78	3.00	2.91	2.82	2.61	2.93	2.89	2.90	3.00	4.00	2.89	2.92
Standard Deviation	.73	.81	.64	.75	.66	.53	.76	.71	.79	0.00	-	.75	.69

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC062
QN30: Generally, how good a job do tableservice restaurants do at meeting the needs of customers eating out with 6-12 year old children?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620	683	643	280	538	555	421	676	179	246	252	228	210	207	211	266
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Excellent	58	22	24	12	18	24	13	31	2	15	8	12	3	9	2	9
(4)	4%	3%	4%	4%	3%	4%	3%	5%	1%	6%	3%	5%	2%	4%	1%	3%
Good	157	63	78	14	50	62	38	89	8	25	16	14	15	25	25	37
(3)	10%	9%	12%	5%	9%	11%	9%	13%	4%	10%	6%	6%	7%	12%	12%	14%
Fair	74	40	29	5	30	25	17	29	5	8	15	8	7	13	6	17
(2)	5%	6%	5%	2%	6%	4%	4%	4%	3%	3%	6%	3%	3%	6%	3%	6%
Poor	7	6	-	-	6	-	-	-	-	3	1	-	-	2	-	-
(1)	0%	1%			1%					1%	0%			1%		
Don't Know	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	0%	0%														0%
Mean	2.90	2.77	2.96	3.22	2.78	3.00	2.95	3.02	2.83	3.02	2.78	3.12	2.85	2.81	2.86	2.88
Standard Deviation	.73	.78	.64	.75	.80	.67	.67	.64	.70	.85	.81	.78	.66	.79	.49	.64

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC063
QN30: Generally, how good a job do tableservice restaurants do at meeting the needs of customers eating out with 6-12 year old children?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620	400	82	319	403	260	143	493	334	159	324	90	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Excellent	58	15	3	11	19	15	4	16	9	7	9	2	7
(4)	4%	4%	4%	4%	5%	6%	3%	3%	3%	4%	3%	3%	3%
Good	157	29	2	27	43	29	14	52	31	21	33	7	27
(3)	10%	7%	2%	8%	11%	11%	10%	11%	9%	13%	10%	8%	11%
Fair	74	20	4	16	20	7	13	23	18	5	12	3	8
(2)	5%	5%	4%	5%	5%	3%	9%	5%	5%	3%	4%	4%	4%
Poor	7	1	-	1	3	2	1	1	1	-	1	1	-
(1)	0%	0%		0%	1%	1%	1%	0%	0%		0%	1%	
Don't Know	1	-	-	-	-	-	-	-	-	-	1	1	-
	0%										0%	1%	
Mean	2.90	2.88	2.97	2.87	2.91	3.05	2.66	2.90	2.81	3.04	2.92	2.78	2.96
Standard Deviation	.73	.78	.98	.76	.79	.78	.76	.68	.70	.62	.68	.87	.62

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC064
QN31: What is/are your 6-12 year old child's/children's favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAl	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
Hamburger	134 8%	59 8%	75 9%	109 8%	20 11%	12 5%	60 15%	40 13%	19 9%	3 1%	-	85 9%	36 6%
Chicken	63 4%	28 4%	36 4%	59 4%	5 3%	2 1%	34 9%	22 7%	4 2%	-	-	50 5%	14 2%
French fries	48 3%	18 2%	30 3%	39 3%	10 6%	7 3%	26 7%	12 4%	2 1%	2 1%	-	31 3%	17 3%
Pizza	43 3%	17 2%	26 3%	37 3%	6 3%	2 1%	22 6%	18 6%	1 0%	-	-	29 3%	14 2%
Fish/ Fish & Chips	28 2%	11 1%	17 2%	25 2%	4 2%	-	8 2%	13 4%	6 3%	1 0%	-	25 2%	3 1%
Steak	26 2%	12 2%	13 2%	22 2%	2 1%	-	8 2%	10 3%	7 3%	-	-	21 2%	4 1%
Salad/ Salad Bar	25 2%	6 1%	19 2%	20 1%	3 2%	-	10 3%	12 4%	2 1%	-	-	20 2%	5 1%
Shrimp	24 1%	12 2%	12 1%	23 2%	1 1%	-	8 2%	12 4%	4 2%	-	-	23 2%	1 0%
Spaghetti	20 1%	5 1%	15 2%	17 1%	3 2%	1 0%	6 2%	10 3%	1 0%	-	2 1%	16 2%	4 1%
Cheese Burger	17 1%	2 0%	15 2%	14 1%	3 2%	-	8 2%	9 3%	-	-	-	10 1%	7 1%
Hot dog	15 1%	5 1%	10 1%	13 1%	2 1%	-	4 1%	8 3%	2 1%	-	-	12 1%	2 0%

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC064 (CONTINUED)
QN31: What is/are your 6-12 year old child's/children's favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
Grilled Cheese	6	4	3	5	-	-	3	2	1	-	-	5	-
	0%	1%	0%	0%			1%	1%	0%			0%	
Pancakes	6	5	1	6	-	-	2	3	-	-	-	6	-
	0%	1%	0%	0%			1%	1%				1%	
Seafood (no specifics)	5	2	3	5	-	-	3	2	-	-	-	3	1
	0%	0%	0%	0%			1%	1%				0%	0%
Lobster	4	1	3	3	1	-	-	4	-	-	-	1	3
	0%	0%	0%	0%	1%			1%				0%	1%
Tacos	4	1	3	4	-	-	1	1	1	-	-	4	-
	0%	0%	0%	0%			0%	0%	0%			0%	
Mashed Potatoes	1	1	-	1	-	-	1	-	-	-	-	1	-
	0%	0%		0%			0%					0%	
Other	62	34	28	51	11	8	22	27	4	1	-	40	22
	4%	4%	3%	4%	6%	4%	6%	8%	2%	0%		4%	4%
Don't Know	3	3	-	3	-	-	-	3	-	-	-	3	-
	0%	0%		0%				1%				0%	

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC065
QN31: What is/are your 6-12 year old child's/children's favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	206 100%	211 100%	266 100%
Hamburger	134 8%	53 8%	61 9%	18 6%	47 9%	45 8%	37 9%	70 10%	4 2%	21 9%	20 8%	12 5%	11 5%	20 10%	21 10%	28 11%
Chicken	63 4%	18 3%	37 6%	7 3%	16 3%	30 5%	13 3%	34 5%	2 1%	12 5%	8 3%	7 3%	9 4%	13 6%	6 3%	8 3%
French fries	48 3%	15 2%	19 3%	14 5%	12 2%	14 3%	23 5%	27 4%	3 2%	4 2%	5 2%	7 3%	2 1%	2 1%	15 7%	14 5%
Pizza	43 3%	28 4%	13 2%	2 1%	16 3%	10 2%	16 4%	23 3%	3 2%	5 2%	2 1%	4 2%	4 2%	5 2%	5 2%	17 6%
Fish/ Fish & Chips	28 2%	11 2%	15 2%	2 1%	10 2%	8 1%	10 2%	15 2%	2 1%	6 2%	4 2%	2 1%	2 1%	7 3%	-	8 3%
Steak	26 2%	15 2%	9 1%	1 0%	7 1%	13 2%	3 1%	10 1%	3 2%	8 3%	4 2%	2 1%	2 1%	3 1%	-	6 2%
Salad/ Salad Bar	25 2%	18 3%	7 1%	-	9 2%	10 2%	4 1%	19 3%	-	4 2%	4 2%	2 1%	1 0%	3 1%	2 1%	8 3%
Shrimp	24 1%	7 1%	17 3%	-	9 2%	13 2%	2 0%	9 1%	3 2%	5 2%	2 1%	4 2%	4 2%	2 1%	2 1%	5 2%
Spaghetti	20 1%	12 2%	6 1%	2 1%	10 2%	6 1%	3 1%	15 2%	-	6 2%	5 2%	1 0%	4 2%	-	-	4 2%
Cheese Burger	17 1%	6 1%	11 2%	-	5 1%	5 1%	7 2%	13 2%	2 1%	3 1%	3 1%	4 2%	-	2 1%	3 1%	2 1%
Hot dog	15 1%	9 1%	3 0%	2 1%	8 1%	8 1%	2 0%	8 1%	2 1%	2 1%	1 [illegible]	2 [illegible]	[illegible]	-	-	7 3%

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC055 (CONTINUED)
QN31: What is/are your 6-12 year old child's/children's favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
Grilled Cheese	6 0%	3 0%	2 0%	-	2 0%	2 0%	-	3 0%	-	1 0%	3 1%	-	-	2 1%	-	1 0%
Pancakes	6 0%	2 0%	3 0%	-	4 1%	1 0%	-	1 0%	-	2 1%	-	1 0%	-	-	2 1%	-
Seafood (no specifics)	5 0%	2 0%	3 0%	-	2 0%	1 0%	1 0%	3 0%	-	1 0%	-	1 0%	-	-	-	2 1%
Lobster	4 0%	1 0%	3 0%	-	1 0%	3 1%	-	1 0%	1 1%	1 0%	-	-	1 0%	1 0%	-	-
Tacos	4 0%	1 0%	-	1 0%	1 0%	1 0%	-	3 0%	-	2 1%	1 0%	-	-	-	-	-
Mashed Potatoes	1 0%	1 0%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 0%
Other	62 4%	24 4%	26 4%	11 4%	17 3%	28 5%	14 3%	20 3%	7 4%	16 7%	5 2%	9 4%	4 2%	8 4%	1 0%	18 7%
Don't Know	3 0%	3 0%	-	-	2 0%	1 0%	-	-	-	-	1 0%	-	1 0%	-	-	1 0%

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC066
QN31: What is/are your 6-12 year old child's/children's favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
Hamburger	134 8%	28 7%	3 4%	25 8%	36 9%	17 7%	19 13%	44 9%	21 6%	23 14%	26 8%	7 8%	19 8%
Chicken	63 4%	11 3%	1 1%	10 3%	20 5%	13 5%	7 5%	23 5%	20 6%	3 2%	10 3%	5 6%	5 2%
French fries	48 3%	9 2%	2 2%	7 2%	16 4%	8 3%	8 6%	16 3%	7 2%	9 6%	7 2%	3 3%	4 2%
Pizza	43 3%	2 1%	-	2 1%	10 2%	7 3%	3 2%	16 3%	10 3%	6 4%	14 4%	4 4%	10 4%
Fish/ Fish & Chips	28 2%	5 1%	-	5 2%	10 2%	9 3%	1 1%	9 2%	5 1%	4 3%	4 1%	-	4 2%
Steak	26 2%	6 2%	1 1%	5 2%	11 3%	7 3%	5 3%	6 1%	2 1%	4 3%	3 1%	2 2%	1 0%
Salad/ Salad Bar	25 2%	2 1%	-	2 1%	10 2%	7 3%	3 2%	3 1%	1 0%	1 1%	10 3%	2 2%	8 3%
Shrimp	24 1%	2 1%	-	2 1%	6 1%	5 2%	1 1%	9 2%	7 2%	2 1%	6 2%	1 1%	5 2%
Spaghetti	20 1%	5 1%	-	5 2%	3 1%	2 1%	1 1%	5 1%	5 1%	-	6 2%	3 3%	3 1%
Cheese Burger	17 1%	9 2%	2 2%	7 2%	1 0%	1 0%	-	3 1%	3 1%	-	3 1%	-	3 1%
Hot dog	15 1%	4 1%	1 1%	3 1%	6 1%	5 2%	1 1%	1 0%	-	1 1%	4 1%	3 3%	1 0%

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC066 (CONTINUED)
QN31: What is/are your 6-12 year old child's/children's favorite menu items when they go out to a tableservice restaurant?
(Three Responses)

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
Grilled Cheese	6 0%	-	-	-	5 1%	3 1%	2 1%	-	-	-	1 0%	-	1 0%
Pancakes	6 0%	3 1%	2 2%	1 0%	1 0%	1 0%	-	-	-	-	1 0%	-	1 0%
Seafood (no specifics)	5 0%	3 1%	-	3 1%	2 0%	2 1%	-	-	-	-	-	-	-
Lobster	4 0%	4 1%	-	4 1%	-	-	-	-	-	-	-	-	-
Tacos	4 0%	-	-	-	2 0%	-	2 1%	-	-	-	1 0%	-	1 0%
Mashed Potatoes	1 0%	-	-	-	1 0%	1 0%	-	-	-	-	-	-	-
Other	62 4%	18 5%	2 2%	16 5%	15 4%	12 5%	3 2%	19 4%	7 2%	12 8%	10 3%	1 1%	9 4%
Don't Know	3 0%	-	-	-	1 0%	1 0%	-	2 0%	1 0%	1 1%	-	-	-

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC067
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
A. Children's favorite food items?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	18 1%	11 1%	7 1%	16 1%	2 1%	-	6 2%	8 3%	2 1%	1 1%	-	16 2%	1 0%
2	20 1%	12 2%	8 1%	17 1%	-	1 0%	8 2%	9 3%	2 1%	-	-	15 1%	2 0%
3	64 4%	41 5%	23 3%	58 4%	5 3%	5 2%	23 6%	28 9%	6 3%	2 1%	-	49 5%	14 2%
4	126 8%	68 9%	58 7%	102 7%	25 14%	23 10%	57 15%	39 12%	4 2%	1 1%	2 1%	102 10%	24 4%
5 (Very important)	283 17%	93 12%	190 22%	223 16%	56 32%	36 16%	145 37%	76 24%	15 7%	2 1%	9 3%	205 20%	78 13%
Don't Know	4 0%	4 0%	-	3 0%	-	-	3 1%	1 0%	-	-	-	4 0%	-
Mean	4.25	3.98	4.45	4.20	4.52	4.45	4.36	4.04	3.95	3.45	4.79	4.20	4.45
Standard Deviation	1.05	1.11	.94	1.07	.80	.71	.97	1.15	1.34	1.75	.51	1.08	.87

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC068
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
A. Children's favorite food items?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	18 1%	11 2%	4 1%	2 1%	10 2%	5 1%	3 1%	7 1%	-	2 1%	3 1%	2 1%	1 1%	2 1%	5 2%	2 1%
2	20 1%	10 1%	3 1%	4 1%	11 2%	6 1%	-	7 1%	-	6 2%	4 1%	1 0%	2 1%	6 3%	-	1 0%
3	64 4%	25 4%	34 5%	5 2%	29 5%	19 4%	10 2%	23 3%	-	18 7%	17 7%	2 1%	5 2%	11 5%	3 1%	8 3%
4	126 8%	60 9%	47 7%	18 7%	47 9%	40 7%	33 8%	53 8%	6 3%	17 7%	24 10%	17 7%	15 7%	18 9%	10 5%	25 9%
5 (Very important)	283 17%	120 18%	125 20%	37 13%	78 14%	102 18%	94 22%	164 24%	26 14%	32 13%	42 17%	41 18%	30 14%	44 21%	33 16%	61 23%
Don't Know	4 0%	1 0%	3 0%	-	-	-	3 1%	-	-	-	-	-	-	-	3 1%	1 0%
Mean	4.25	4.18	4.33	4.28	3.97	4.33	4.54	4.42	4.82	3.94	4.09	4.47	4.32	4.17	4.33	4.45
Standard Deviation	1.05	1.11	.95	1.06	1.19	.99	.81	.97	.40	1.13	1.08	.94	.98	1.11	1.21	.87

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC069
QN32. How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
A. Children's favorite food items?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	18 1%	-	-	-	6 1%	4 1%	2 1%	8 2%	4 1%	4 3%	4 1%	1 1%	3 1%
2	20 1%	5 1%	1 2%	4 1%	7 2%	2 1%	5 4%	2 0%	-	2 1%	5 2%	-	5 2%
3	64 4%	19 5%	4 5%	15 5%	17 4%	8 3%	9 6%	13 3%	7 2%	6 4%	15 5%	4 5%	11 5%
4	126 8%	21 5%	3 4%	18 6%	32 8%	24 9%	8 6%	44 9%	32 10%	12 7%	30 9%	11 12%	19 8%
5 (Very important)	283 17%	63 16%	8 9%	55 17%	87 22%	51 20%	36 25%	79 16%	47 14%	32 20%	54 17%	13 14%	41 18%
Don't Know	4 0%	-	-	-	-	-	-	3 1%	3 1%	-	1 0%	1 1%	-
Mean	4.25	4.30	4.08	4.34	4.26	4.31	4.18	4.25	4.30	4.17	4.17	4.20	4.15
Standard Deviation	1.05	.94	1.06	.92	1.09	1.03	1.19	1.06	.97	1.24	1.06	.96	1.11

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC070

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
B. Child-size portions at lower prices?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	45 3%	19 2%	27 3%	37 3%	7 4%	2 1%	15 4%	21 7%	5 2%	1 1%	-	37 4%	8 1%
2	30 2%	17 2%	13 1%	24 2%	4 3%	1 0%	10 3%	11 4%	5 2%	2 1%	-	22 2%	6 1%
3	47 3%	25 3%	21 2%	33 2%	11 6%	8 4%	23 6%	14 4%	2 1%	-	-	32 3%	14 2%
4	94 6%	51 7%	43 5%	72 5%	22 12%	10 5%	38 10%	30 10%	5 2%	3 1%	7 3%	71 7%	23 4%
5 (Very important)	299 18%	116 15%	182 21%	253 18%	42 24%	43 19%	156 40%	84 27%	12 6%	-	4 1%	229 23%	70 12%
Mean	4.11	4.00	4.19	4.14	4.02	4.41	4.28	3.90	3.47	2.66	4.33	4.10	4.16
Standard Deviation	1.30	1.29	1.30	1.30	1.26	1.02	1.19	1.44	1.63	1.44	.59	1.32	1.22

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC071
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
B. Child-size portions at lower prices?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	45 3%	23 3%	13 2%	10 3%	18 3%	17 3%	10 2%	23 3%	3 2%	9 4%	7 3%	9 4%	4 2%	9 4%	3 1%	5 2%
2	30 2%	13 2%	14 2%	2 1%	20 4%	5 1%	2 1%	13 2%	-	4 2%	2 1%	5 2%	6 3%	6 3%	2 1%	5 2%
3	47 3%	18 3%	22 3%	5 2%	10 2%	18 3%	15 4%	15 2%	5 3%	7 3%	7 3%	3 1%	3 2%	10 5%	5 3%	10 4%
4	94 6%	48 7%	32 5%	13 5%	38 7%	27 5%	23 5%	40 6%	3 2%	17 7%	24 9%	10 4%	6 3%	16 8%	6 3%	15 6%
5 (Very important)	299 18%	126 18%	136 21%	36 13%	90 17%	105 19%	92 22%	162 24%	20 11%	36 15%	50 20%	36 16%	35 17%	39 19%	38 18%	64 24%
Mean	4.11	4.06	4.22	3.97	3.92	4.14	4.30	4.20	4.17	3.92	4.19	3.95	4.17	3.88	4.37	4.30
Standard Deviation	1.30	1.33	1.22	1.47	1.40	1.31	1.18	1.30	1.36	1.39	1.20	1.50	1.35	1.39	1.16	1.16

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC072
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
B. Child-size portions at lower prices?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	45 3%	5 1%	-	5 1%	13 3%	7 3%	6 4%	16 3%	7 2%	9 6%	12 4%	1 1%	11 5%
2	30 2%	10 3%	2 3%	8 3%	9 2%	4 1%	5 3%	9 2%	7 2%	1 1%	2 1%	-	2 1%
3	47 3%	7 2%	-	7 2%	15 4%	9 4%	5 4%	16 3%	10 3%	6 4%	8 2%	1 1%	7 3%
4	94 6%	20 5%	4 5%	16 5%	26 6%	22 9%	4 3%	23 5%	17 5%	6 4%	24 8%	9 10%	15 7%
5 (Very important)	299 18%	66 17%	10 12%	56 18%	86 21%	47 18%	40 28%	85 17%	51 15%	34 21%	62 19%	19 21%	42 18%
Mean	4.11	4.23	4.34	4.21	4.10	4.10	4.10	4.03	4.06	3.98	4.12	4.50	3.97
Standard Deviation	1.30	1.19	1.08	1.21	1.31	1.23	1.44	1.37	1.29	1.52	1.32	.87	1.44

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC073
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
C. Speed of service?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	18 1%	5 1%	13 1%	6 0%	11 6%	1 0%	7 2%	7 2%	2 1%	1 1%	-	13 1%	4 1%
2	18 1%	11 1%	7 1%	12 1%	6 4%	-	10 3%	5 1%	3 2%	-	-	15 2%	3 0%
3	76 5%	49 6%	27 3%	65 5%	11 6%	9 4%	25 7%	31 10%	5 2%	2 1%	4 1%	47 5%	29 5%
4	134 8%	71 9%	62 7%	111 8%	18 10%	20 9%	48 12%	49 16%	10 5%	1 1%	5 2%	106 11%	25 4%
5 (Very important)	269 17%	92 12%	177 21%	226 16%	41 23%	34 16%	152 39%	69 22%	10 5%	2 1%	2 1%	209 21%	60 10%
Mean	4.20	4.02	4.34	4.29	3.83	4.35	4.35	4.06	3.77	3.25	3.87	4.24	4.10
Standard Deviation	1.04	1.01	1.05	.93	1.42	.85	1.02	1.06	1.25	1.64	.91	1.03	1.08

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

C'MC074
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
C. Speed of service?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	18 1%	6 1%	11 2%	-	8 2%	3 1%	5 1%	13 2%	-	5 2%	5 2%	2 1%	-	2 1%	2 1%	2 1%
2	18 1%	8 1%	5 1%	5 2%	7 1%	2 0%	9 2%	7 1%	-	2 1%	1 0%	-	1 1%	2 1%	7 3%	4 1%
3	76 5%	25 4%	28 4%	21 8%	29 5%	24 4%	21 5%	26 4%	1 1%	11 5%	19 7%	11 5%	5 2%	11 5%	-	19 7%
4	134 8%	65 10%	43 7%	23 8%	53 10%	41 7%	30 7%	56 8%	5 3%	18 7%	27 11%	6 3%	16 7%	18 9%	25 12%	24 9%
5 (Very important)	269 17%	123 18%	130 20%	16 6%	78 15%	102 18%	78 19%	152 22%	25 14%	38 15%	39 16%	44 19%	32 15%	47 23%	20 9%	50 19%
Mean	4.20	4.27	4.27	3.77	4.06	4.36	4.17	4.29	4.77	4.07	4.04	4.42	4.47	4.32	4.01	4.18
Standard Deviation	1.04	.99	1.11	.93	1.10	.92	1.11	1.09	.52	1.21	1.09	1.01	.76	.98	1.10	1.01

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC075

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
C. Speed of service?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	18 1%	2 0%	-	2 1%	4 1%	3 1%	1 1%	7 1%	1 0%	6 4%	5 2%	-	5 2%
2	18 1%	6 1%	3 4%	2 1%	-	-	-	11 2%	4 1%	6 4%	2 1%	2 2%	-
3	76 5%	13 3%	2 3%	11 3%	24 6%	15 6%	9 6%	24 5%	12 4%	12 7%	15 5%	5 6%	9 4%
4	134 8%	30 8%	2 3%	28 9%	50 12%	28 11%	22 15%	20 4%	14 4%	5 3%	34 10%	13 15%	21 9%
5 (Very important)	269 17%	57 14%	8 9%	49 15%	71 18%	43 17%	28 20%	88 18%	61 18%	27 17%	53 16%	10 11%	43 18%
Mean	4.20	4.24	3.90	4.29	4.24	4.23	4.27	4.15	4.40	3.74	4.18	4.04	4.23
Standard Deviation	1.04	.99	1.27	.94	.90	.94	.85	1.20	.96	1.44	1.05	.88	1.12

CfMC076

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
D. High chairs or booster chairs?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	130 8%	59 8%	71 8%	112 8%	14 8%	3 1%	38 10%	77 24%	9 4%	3 1%	-	100 10%	27 5%
2	19 1%	6 1%	14 2%	16 1%	4 2%	1 0%	7 2%	10 3%	1 1%	-	-	16 2%	4 1%
3	49 3%	34 5%	15 2%	34 2%	12 7%	8 4%	15 4%	14 4%	9 4%	-	4 1%	33 3%	16 3%
4	48 3%	29 4%	19 2%	33 2%	14 8%	5 2%	18 5%	17 5%	1 0%	-	7 3%	34 3%	15 2%
5 (Very important)	267 16%	99 13%	168 20%	223 16%	43 25%	47 21%	165 42%	43 14%	9 4%	3 2%	-	208 21%	59 10%
Mean	3.59	3.45	3.70	3.57	3.80	4.44	4.09	2.63	2.94	3.13	3.67	3.60	3.61
Standard Deviation	1.70	1.66	1.73	1.73	1.50	1.09	1.51	1.74	1.64	2.33	.59	1.71	1.64

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC077
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
D. High chairs or booster chairs?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	130 8%	63 9%	59 9%	5 2%	57 10%	42 8%	19 5%	64 9%	6 3%	23 9%	19 8%	14 6%	12 6%	33 16%	8 4%	22 8%
2	19 1%	13 2%	5 1%	2 1%	10 2%	9 2%	1 0%	14 2%	-	3 1%	4 2%	2 1%	-	3 2%	1 1%	6 2%
3	49 3%	22 3%	15 2%	13 5%	22 4%	5 1%	18 4%	13 2%	2 1%	8 3%	5 2%	5 2%	5 2%	7 4%	7 3%	13 5%
4	48 3%	21 3%	18 3%	9 3%	18 3%	14 3%	14 3%	18 3%	1 1%	12 5%	13 5%	4 2%	2 1%	5 2%	5 2%	8 3%
5 (Very important)	267 16%	109 16%	121 19%	37 13%	69 13%	103 18%	91 22%	145 22%	23 13%	28 12%	50 20%	38 17%	34 16%	32 16%	33 16%	50 19%
Mean	3.59	3.44	3.63	4.07	3.19	3.74	4.09	3.66	4.12	3.27	3.79	3.80	3.87	3.01	4.02	3.58
Standard Deviation	1.70	1.73	1.75	1.28	1.73	1.72	1.43	1.74	1.60	1.71	1.64	1.68	1.70	1.85	1.50	1.66

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC078

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
D. High chairs or booster chairs?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	130 8%	30 8%	5 6%	25 8%	40 10%	29 11%	11 8%	34 7%	24 7%	10 6%	26 8%	7 8%	19 8%
2	19 1%	4 1%	-	4 1%	8 2%	4 1%	5 3%	3 1%	3 1%	-	5 1%	2 3%	3 1%
3	49 3%	7 2%	1 1%	6 2%	17 4%	12 5%	5 4%	18 4%	11 3%	7 5%	7 2%	5 5%	2 1%
4	48 3%	10 2%	3 3%	7 2%	12 3%	10 4%	2 2%	15 3%	10 3%	5 3%	11 3%	2 2%	9 4%
5 (Very important)	267 16%	58 14%	7 9%	51 16%	71 18%	34 13%	37 2[illegible]	78 16%	45 13%	34 21%	59 18%	14 16%	45 19%
Mean	3.59	3.57	3.39	3.60	3.45	3.20	3.83	3.68	3.53	3.93	3.67	3.45	3.75
Standard Deviation	1.70	1.76	1.84	1.76	1.72	1.74	1.65	1.65	1.70	1.55	1.71	1.71	1.73

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC079
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
E. Child's menu?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	47 3%	25 3%	22 3%	43 3%	3 2%	1 0%	17 4%	22 7%	6 3%	1 1%	-	39 4%	8 1%
2	28 2%	10 1%	18 2%	27 2%	1 1%	8 3%	13 3%	7 2%	-	-	-	23 2%	4 1%
3	75 5%	40 5%	35 4%	56 4%	17 10%	7 3%	40 10%	21 6%	4 2%	-	4 1%	55 6%	18 3%
4	92 6%	59 8%	33 4%	76 5%	15 8%	4 2%	38 10%	35 11%	6 3%	1 1%	7 3%	81 8%	9 2%
5 (Very important)	273 17%	94 12%	179 21%	217 15%	51 29%	44 20%	134 34%	77 24%	14 6%	4 2%	-	192 19%	81 14%
Mean	4.00	3.82	4.15	3.95	4.26	4.29	4.07	3.86	3.73	3.95	3.67	3.93	4.24
Standard Deviation	1.31	1.32	1.30	1.36	1.05	1.18	1.26	1.41	1.60	1.86	.59	1.33	1.24

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC080

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
E. Child's menu?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	47 3%	22 3%	22 3%	4 1%	22 4%	20 4%	5 1%	20 3%	2 1%	9 4%	10 4%	6 3%	4 2%	14 7%	1 0%	3 1%
2	28 2%	10 1%	10 1%	7 2%	9 2%	8 1%	8 2%	18 3%	-	2 1%	6 3%	2 1%	1 1%	8 4%	2 1%	6 2%
3	75 5%	34 5%	21 3%	18 6%	22 4%	18 3%	28 7%	34 5%	1 1%	11 4%	13 5%	8 4%	6 3%	4 2%	13 6%	20 8%
4	92 6%	41 6%	38 6%	12 4%	33 6%	38 7%	16 4%	30 5%	1 1%	17 7%	22 9%	6 3%	9 4%	9 4%	6 3%	22 8%
5 (Very important)	273 17%	120 18%	127 20%	26 9%	90 17%	89 16%	85 20%	152 22%	27 15%	36 15%	38 15%	41 18%	32 15%	46 22%	32 15%	48 18%
Mean	4.00	4.00	4.10	3.73	3.91	3.97	4.17	4.09	4.61	3.93	3.79	4.16	4.22	3.80	4.24	4.06
Standard Deviation	1.31	1.32	1.33	1.27	1.40	1.37	1.16	1.31	1.13	1.35	1.38	1.35	1.21	1.62	1.06	1.11

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC081
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
E. Child's menu?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG- LAND	MID- ATLC.	MID- WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	47 3%	7 2%	2 3%	5 2%	15 4%	5 2%	10 7%	14 3%	6 2%	9 5%	11 3%	1 1%	10 4%
2	28 2%	9 2%	-	9 3%	7 2%	2 1%	5 4%	6 1%	5 1%	1 1%	6 2%	-	6 3%
3	75 5%	17 4%	6 7%	12 4%	18 4%	14 5%	3 2%	21 4%	11 3%	9 6%	19 6%	2 2%	18 8%
4	92 6%	20 5%	1 2%	19 6%	31 8%	25 9%	6 4%	27 5%	22 6%	5 3%	14 4%	10 11%	3 1%
5 (Very important)	273 17%	54 14%	7 8%	48 15%	79 20%	44 17%	35 24%	81 16%	49 15%	32 20%	59 18%	17 19%	41 18%
Mean	4.00	3.98	3.64	4.03	4.02	4.14	3.84	4.03	4.12	3.90	3.95	4.42	3.77
Standard Deviation	1.31	1.28	1.45	1.25	1.33	1.10	1.61	1.32	1.20	1.50	1.37	.90	1.48

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC082
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
F. Separate section to seat customers with children?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	223	171	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	193 12%	87 11%	106 12%	166 12%	20 12%	17 8%	86 22%	77 24%	12 5%	1 1%	-	147 15%	43 7%
2	40 2%	15 2%	25 3%	29 2%	11 6%	6 3%	20 5%	14 4%	-	-	-	28 3%	13 2%
3	100 6%	52 7%	48 6%	82 6%	18 10%	14 6%	56 14%	20 6%	6 3%	4 2%	-	75 7%	26 4%
4	49 3%	30 4%	19 2%	40 3%	9 5%	5 2%	25 6%	17 5%	-	-	2 1%	41 4%	8 1%
5 (Very important)	129 8%	43 6%	87 10%	100 7%	29 17%	22 10%	54 14%	32 10%	11 5%	1 1%	9 3%	98 10%	31 5%
Don't Know	3 0%	1 0%	2 0%	2 0%	-	-	2 0%	1 0%	-	-	-	3 0%	-
Mean	2.77	2.67	2.85	2.71	3.18	3.15	2.76	2.45	2.97	2.94	4.79	2.78	2.77
Standard Deviation	1.63	1.55	1.69	1.63	1.59	1.64	1.57	1.63	1.84	1.48	.51	1.63	1.62

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC083
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
F. Separate section to seat customers with children?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620	683	643	280	538	555	421	676	179	246	252	228	210	207	211	266
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 (Not at all important)	193	82	95	11	82	62	35	91	13	32	37	22	21	31	21	28
	12%	12%	15%	4%	15%	11%	8%	14%	7%	13%	15%	10%	10%	15%	10%	10%
2	40	26	10	5	16	13	9	24	2	7	8	6	2	7	-	10
	2%	4%	2%	2%	3%	2%	2%	4%	1%	3%	3%	2%	1%	3%		4%
3	100	47	34	20	28	33	36	44	4	11	20	17	8	10	9	26
	6%	7%	5%	7%	5%	6%	9%	6%	2%	5%	8%	8%	4%	5%	4%	10%
4	49	25	15	9	14	23	11	19	-	8	8	1	3	6	12	10
	3%	4%	2%	3%	3%	4%	3%	3%		3%	3%	0%	2%	3%	6%	4%
5 (Very important)	129	46	62	20	36	41	50	74	13	15	17	17	19	27	11	24
	8%	7%	10%	7%	7%	7%	12%	11%	7%	6%	7%	8%	9%	13%	5%	9%
Don't Know	3	1	2	-	-	-	2	2	-	-	2	-	-	-	-	1
	0%	0%	0%				0%	0%			1%					0%
Mean	2.77	2.69	2.71	3.33	2.47	2.81	3.22	2.84	2.93	2.54	2.53	2.78	2.94	2.89	2.86	2.92
Standard Deviation	1.63	1.56	1.73	1.46	1.61	1.61	1.59	1.67	1.91	1.61	1.56	1.62	1.79	1.76	1.66	1.54

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CFMC084
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
F. Separate section to seat customers with children?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620	400	82	319	403	260	143	493	334	159	324	90	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 (Not at all important)	193	42	6	36	64	33	31	52	31	21	35	8	27
	12%	10%	7%	11%	16%	13%	22%	11%	9%	13%	11%	8%	12%
2	40	11	2	9	6	4	3	17	7	10	6	1	5
	2%	3%	3%	3%	2%	2%	2%	3%	2%	6%	2%	1%	2%
3	100	16	2	14	26	20	6	24	22	2	34	7	27
	6%	4%	2%	4%	7%	8%	4%	5%	7%	1%	10%	8%	11%
4	49	14	5	9	10	2	8	14	10	4	10	4	6
	3%	3%	6%	3%	3%	1%	6%	3%	3%	3%	3%	5%	3%
5 (Very important)	129	26	1	25	40	30	10	41	22	20	23	9	14
	8%	7%	1%	8%	10%	11%	7%	8%	6%	12%	7%	10%	6%
Don't Know	3	-	-	-	2	-	2	-	-	-	1	1	-
	0%				0%		1%				0%	1%	
Mean	2.77	2.74	2.55	2.77	2.69	2.91	2.35	2.84	2.82	2.87	2.82	3.21	2.67
Standard Deviation	1.63	1.64	1.46	1.68	1.70	1.71	1.65	1.65	1.58	1.79	1.52	1.61	1.48

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC085
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
G. Discounts for parties with children at certain off-peak hours?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	123 8%	64 8%	59 7%	104 7%	14 8%	5 2%	58 15%	48 15%	9 4%	3 1%	-	95 9%	26 4%
2	57 4%	27 4%	30 4%	48 3%	8 5%	12 5%	26 7%	17 5%	2 1%	-	-	49 5%	7 1%
3	113 7%	48 6%	65 8%	99 7%	12 7%	19 9%	64 16%	27 8%	4 2%	-	-	93 9%	21 3%
4	59 4%	32 4%	27 3%	49 3%	9 5%	8 3%	22 6%	19 6%	4 2%	3 2%	2 1%	40 4%	19 3%
5 (Very important)	162 10%	57 8%	105 12%	118 8%	44 25%	20 9%	72 18%	50 16%	11 5%	-	9 3%	114 11%	47 8%
Mean	3.15	2.96	3.30	3.07	3.71	3.40	3.10	3.03	3.21	2.60	4.79	3.07	3.45
Standard Deviation	1.56	1.55	1.55	1.54	1.55	1.33	1.53	1.64	1.76	1.75	.51	1.54	1.58

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC086

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
G Discounts for parties with children at certain off-peak hours?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	123 8%	65 9%	50 8%	7 3%	61 11%	33 6%	20 5%	51 8%	8 5%	24 10%	22 9%	16 7%	17 8%	20 10%	11 5%	13 5%
2	57 4%	19 3%	26 4%	11 4%	16 3%	26 5%	13 3%	27 4%	2 1%	6 2%	5 2%	13 6%	4 2%	9 4%	8 4%	13 5%
3	113 7%	54 8%	47 7%	12 4%	35 7%	40 7%	31 7%	62 9%	4 2%	14 6%	22 9%	8 4%	12 6%	21 10%	18 9%	17 7%
4	59 4%	30 4%	21 3%	7 2%	13 2%	26 5%	19 5%	26 4%	1 1%	11 4%	6 2%	2 1%	5 2%	6 3%	3 1%	26 10%
5 (Very important)	162 10%	59 9%	74 12%	29 10%	50 9%	48 9%	60 14%	88 13%	17 9%	19 8%	35 14%	24 11%	15 7%	25 12%	14 7%	28 11%
Mean	3.15	3.00	3.20	3.58	2.86	3.16	3.60	3.29	3.51	2.95	3.31	3.09	2.94	3.08	3.03	3.44
Standard Deviation	1.56	1.55	1.57	1.49	1.65	1.47	1.46	1.53	1.81	1.61	1.62	1.69	1.64	1.58	1.46	1.39

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC087

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
G. Discounts for parties with children at certain off-peak hours?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	123 8%	18 4%	6 7%	12 4%	49 12%	27 10%	22 15%	25 5%	12 4%	14 9%	31 9%	7 8%	24 10%
2	57 4%	14 3%	2 3%	12 4%	6 1%	2 1%	4 3%	28 6%	18 6%	10 6%	9 3%	4 5%	5 2%
3	113 7%	34 8%	5 6%	29 9%	28 7%	14 5%	14 10%	22 4%	17 5%	5 3%	29 9%	7 7%	23 10%
4	59 4%	10 2%	1 1%	9 3%	11 3%	7 3%	4 3%	23 5%	17 5%	7 4%	14 4%	9 10%	5 2%
5 (Very important)	162 10%	33 8%	2 3%	31 10%	54 14%	39 15%	15 11%	50 10%	29 9%	21 13%	24 8%	3 4%	21 9%
Mean	3.15	3.24	2.48	3.37	3.11	3.33	2.78	3.29	3.34	3.21	2.93	2.92	2.94
Standard Deviation	1.56	1.44	1.47	1.40	1.71	1.75	1.63	1.52	1.43	1.68	1.51	1.38	1.58

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC088
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
H. Coloring books and crayons?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	155 10%	77 10%	77 9%	134 9%	18 10%	10 5%	65 17%	65 20%	12 6%	2 1%	-	124 12%	29 5%
2	61 4%	34 4%	28 3%	49 3%	10 6%	14 6%	22 6%	19 6%	6 3%	-	-	42 4%	18 3%
3	85 5%	36 5%	49 6%	78 5%	7 4%	7 3%	38 10%	37 12%	-	3 1%	-	67 7%	18 3%
4	94 6%	41 5%	53 6%	66 5%	24 14%	14 6%	46 12%	23 7%	4 2%	-	7 3%	70 7%	24 4%
5 (Very important)	120 7%	39 5%	80 9%	92 6%	28 16%	19 9%	71 18%	18 6%	7 3%	2 1%	4 1%	87 9%	33 5%
Mean	2.93	2.70	3.11	2.84	3.38	3.26	3.14	2.43	2.57	3.19	4.33	2.88	3.11
Standard Deviation	1.56	1.52	1.58	1.55	1.55	1.51	1.59	1.42	1.72	1.79	.59	1.56	1.56

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC089

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
H. Coloring books and crayons?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	155 10%	66 10%	71 11%	16 6%	54 10%	63 11%	31 7%	68 10%	8 4%	19 8%	36 14%	18 8%	14 7%	32 16%	15 7%	21 8%
2	61 4%	26 4%	25 4%	8 3%	24 4%	16 3%	16 4%	26 4%	1 1%	6 3%	7 3%	8 4%	7 3%	5 3%	10 5%	17 6%
3	85 5%	50 7%	31 5%	4 1%	32 6%	28 5%	23 5%	43 6%	5 3%	16 7%	5 2%	17 7%	2 1%	15 7%	7 3%	22 8%
4	94 6%	52 8%	33 5%	9 3%	38 7%	23 4%	28 7%	43 6%	10 5%	18 7%	22 9%	4 2%	17 8%	12 6%	3 1%	17 6%
5 (Very important)	120 7%	34 5%	57 9%	29 10%	28 5%	44 8%	45 11%	73 11%	7 4%	16 6%	19 8%	16 7%	12 6%	16 8%	19 9%	22 8%
Mean	2.93	2.83	2.90	3.40	2.79	2.82	3.28	3.11	3.24	3.07	2.80	2.88	3.13	2.68	3.00	3.02
Standard Deviation	1.56	1.44	1.63	1.73	1.48	1.64	1.55	1.58	1.55	1.48	1.67	1.55	1.59	1.61	1.70	1.45

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC090
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
H. Coloring books and crayons?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620	400	82	319	403	260	143	493	334	159	324	90	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 (Not at all important)	155	26	6	20	52	33	19	41	26	15	36	7	29
	10%	6%	7%	6%	13%	13%	13%	8%	8%	10%	11%	8%	12%
2	61	14	6	8	13	8	6	22	13	9	12	7	6
	4%	3%	7%	3%	3%	3%	4%	4%	4%	6%	4%	7%	2%
3	85	15	-	15	22	13	9	31	19	11	18	5	12
	5%	4%		5%	5%	5%	6%	6%	6%	7%	5%	6%	5%
4	94	21	3	18	24	16	8	27	19	7	22	8	15
	6%	5%	3%	6%	6%	6%	5%	5%	6%	4%	7%	8%	6%
5 (Very important)	120	33	2	31	38	19	19	29	15	14	20	3	17
	7%	8%	2%	10%	9%	7%	13%	6%	5%	9%	6%	4%	7%
Mean	2.93	3.21	2.31	3.36	2.88	2.76	3.04	2.87	2.85	2.90	2.80	2.77	2.80
Standard Deviation	1.56	1.58	1.48	1.56	1.64	1.62	1.69	1.49	1.46	1.55	1.54	1.39	1.62

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC091

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
I. Menu games and/or puzzles?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	134 8%	75 10%	59 7%	114 8%	18 10%	11 5%	58 15%	48 15%	12 5%	2 1%	4 1%	103 10%	31 5%
2	56 3%	20 3%	36 4%	48 3%	7 4%	13 6%	20 5%	20 6%	1 1%	1 1%	-	38 4%	17 3%
3	114 7%	63 8%	51 6%	102 7%	11 7%	12 6%	55 14%	41 13%	5 2%	1 1%	-	90 9%	23 4%
4	77 5%	26 3%	50 6%	57 4%	15 9%	8 4%	41 11%	22 7%	4 2%	-	-	59 6%	17 3%
5 (Very important)	133 8%	44 6%	89 10%	98 7%	35 20%	18 8%	69 18%	30 9%	7 3%	2 1%	7 3%	101 10%	32 5%
Mean	3.04	2.75	3.26	2.94	3.49	3.15	3.18	2.78	2.75	2.98	3.66	3.04	3.02
Standard Deviation	1.53	1.50	1.52	1.51	1.59	1.51	1.53	1.47	1.68	1.88	2.37	1.53	1.56

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC092
QN32: How important do you consider each of the following when you eat out
at a tableservice restaurant with your child/children:
I. Menu games and/or puzzles?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY'					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	134 8%	63 9%	58 9%	13 5%	52 10%	45 8%	29 7%	52 8%	7 4%	18 7%	26 10%	17 7%	14 6%	34 16%	9 4%	17 7%
2	56 3%	20 3%	28 4%	7 3%	14 3%	21 4%	17 4%	35 5%	1 1%	6 2%	9 3%	7 3%	4 2%	5 2%	9 4%	17 6%
3	114 7%	55 8%	44 7%	15 5%	39 7%	44 8%	28 7%	46 7%	5 3%	15 6%	15 6%	22 10%	6 3%	14 7%	16 8%	26 10%
4	77 5%	45 7%	23 4%	7 2%	28 5%	20 4%	21 5%	40 6%	9 5%	15 6%	15 6%	7 3%	10 5%	8 4%	5 2%	18 7%
5 (Very important)	133 8%	45 7%	64 10%	25 9%	43 8%	42 8%	47 11%	80 12%	9 5%	21 9%	26 10%	10 4%	20 10%	20 10%	15 7%	21 8%
Mean	3.04	2.95	3.02	3.35	2.98	2.96	3.29	3.24	3.37	3.20	3.07	2.77	3.35	2.71	3.17	3.07
Standard Deviation	1.53	1.48	1.58	1.58	1.55	1.51	1.54	1.53	1.56	1.54	1.62	1.39	1.67	1.67	1.45	1.38

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC093
QN32: How important do you consider each of the following when you eat out
at a tableservice restaurant with your child/children:
I. Menu games and/or puzzles?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	134 8%	29 7%	6 7%	23 7%	47 12%	28 11%	19 13%	36 7%	21 6%	14 9%	23 7%	5 6%	18 8%
2	56 3%	11 3%	2 3%	9 3%	10 2%	5 2%	4 3%	23 5%	14 4%	9 6%	13 4%	5 6%	7 3%
3	114 7%	23 6%	5 6%	19 6%	36 9%	27 10%	9 6%	33 7%	22 7%	11 7%	23 7%	8 9%	14 6%
4	77 5%	17 4%	1 2%	15 5%	16 4%	11 4%	5 4%	19 4%	10 3%	9 6%	25 8%	7 8%	18 8%
5 (Very important)	133 8%	29 7%	2 2%	27 8%	41 10%	18 7%	22 16%	39 8%	26 8%	13 8%	25 8%	5 5%	21 9%
Mean	3.04	3.05	2.46	3.15	2.96	2.85	3.13	3.01	3.05	2.94	3.15	3.01	3.21
Standard Deviation	1.53	1.56	1.44	1.56	1.60	1.51	1.74	1.52	1.52	1.53	1.46	1.34	1.52

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC094
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
J. Reduced price promotion?

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620 100%	761 100%	860 100%	1426 100%	176 100%	220 100%	391 100%	318 100%	217 100%	208 100%	267 100%	1005 100%	597 100%
1 (Not at all important)	65 4%	37 5%	29 3%	58 4%	5 3%	6 3%	36 9%	17 5%	5 2%	2 1%	-	56 6%	8 1%
2	37 2%	21 3%	16 2%	34 2%	3 2%	5 2%	14 4%	16 5%	3 1%	-	-	27 3%	10 2%
3	93 6%	43 6%	51 6%	78 5%	16 9%	15 7%	46 12%	29 9%	4 2%	-	-	74 7%	19 3%
4	93 6%	45 6%	48 6%	76 5%	15 9%	10 5%	35 9%	37 12%	1 1%	3 1%	7 3%	71 7%	21 3%
5 (Very important)	221 14%	83 11%	138 16%	172 12%	45 25%	28 13%	108 28%	63 20%	17 8%	2 1%	4 1%	159 16%	62 10%
Don't Know	5 0%	-	5 1%	2 0%	3 2%	-	5 1%	-	-	-	-	5 0%	-
Mean	3.72	3.51	3.89	3.65	4.09	3.76	3.70	3.70	3.72	3.60	4.33	3.65	3.97
Standard Deviation	1.41	1.46	1.35	1.43	1.21	1.36	1.46	1.35	1.67	1.82	.59	1.44	1.29

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC095
QN32: How important do you consider each of the following when you eat out
at a tableservice restaurant with your child/children:
J. Reduced price promotion?

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	65 4%	30 4%	28 4%	6 2%	28 5%	22 4%	11 3%	23 4%	1 1%	10 4%	11 4%	13 6%	10 5%	7 3%	7 3%	8 3%
2	37 2%	19 3%	11 2%	7 2%	15 3%	7 1%	12 3%	11 2%	5 3%	7 3%	9 3%	3 1%	1 1%	4 2%	8 4%	6 2%
3	93 6%	40 6%	36 6%	18 7%	32 6%	36 6%	26 6%	49 7%	2 1%	15 6%	16 6%	9 4%	4 2%	15 7%	16 8%	19 7%
4	93 6%	50 7%	33 5%	10 3%	34 6%	32 6%	22 5%	43 6%	4 2%	14 6%	25 10%	7 3%	12 6%	12 6%	4 2%	18 7%
5 (Very important)	221 14%	89 13%	109 17%	23 8%	67 12%	74 13%	70 17%	118 18%	20 11%	29 12%	30 12%	32 14%	26 12%	42 20%	16 7%	47 18%
Don't Know	5 0%	-	2 0%	3 1%	-	2 0%	3 1%	5 1%	-	-	-	-	-	2 1%	3 1%	-
Mean	3.72	3.64	3.85	3.59	3.55	3.76	3.92	3.85	4.14	3.61	3.59	3.66	3.82	3.99	3.26	3.92
Standard Deviation	1.41	1.41	1.43	1.35	1.47	1.38	1.31	1.36	1.33	1.42	1.37	1.61	1.54	1.31	1.44	1.29

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC096

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
J. Reduced price promotion?

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	65 4%	10 3%	2 3%	8 2%	26 6%	15 6%	10 7%	14 3%	9 3%	5 3%	16 5%	3 4%	13 5%
2	37 2%	9 2%	3 4%	6 2%	11 3%	5 2%	6 4%	10 2%	6 2%	4 2%	7 2%	-	7 3%
3	93 6%	23 6%	2 3%	21 7%	22 5%	9 4%	13 9%	28 6%	14 4%	14 9%	20 6%	8 9%	12 5%
4	93 6%	19 5%	1 2%	18 6%	22 5%	15 6%	7 5%	31 6%	24 7%	7 5%	22 7%	9 10%	13 6%
5 (Very important)	221 14%	45 11%	6 8%	39 12%	68 17%	45 17%	24 17%	64 13%	41 12%	23 14%	44 13%	10 11%	34 14%
Don't Know	5 0%	2 0%	-	2 0%	-	-	-	3 1%	-	3 2%	-	-	-
Mean	3.72	3.75	3.37	3.81	3.65	3.77	3.47	3.83	3.87	3.74	3.64	3.72	3.61
Standard Deviation	1.41	1.34	1.62	1.29	1.54	1.55	1.53	1.32	1.31	1.35	1.44	1.28	1.52

CfMC097
QN32: How important do you consider each of the following when you eat out
at a tableservice restaurant with your child/children:
K. Salt and/or caffeine-free items

		SEX		RACE		AGE						MARITAL STATUS	
	TOTAL	MALE	FE-MALE	WHITE	NON-WHITE	18-24	25-34	35-44	45-54	55-64	65+	MAR-RIED	NOT MAR-RIED
UNWEIGHTED TOTAL	1000	484	516	873	115	129	255	228	121	130	137	618	371
WEIGHTED TOTAL	1620	761	860	1426	176	220	391	318	217	208	267	1005	597
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 (Not at all important)	138	76	62	117	18	12	70	41	8	3	5	112	26
	8%	10%	7%	8%	10%	5%	18%	13%	3%	1%	2%	11%	4%
2	66	43	24	58	8	11	29	24	2	-	-	51	16
	4%	6%	3%	4%	5%	5%	7%	7%	1%			5%	3%
3	99	39	60	84	11	10	53	26	10	-	-	85	13
	6%	5%	7%	6%	6%	4%	14%	8%	5%			8%	2%
4	67	24	44	59	8	11	33	22	1	-	-	52	15
	4%	3%	5%	4%	5%	5%	9%	7%	0%			5%	3%
5 (Very important)	144	46	98	101	41	20	58	48	8	3	6	91	51
	9%	6%	11%	7%	23%	9%	15%	15%	4%	2%	2%	9%	9%
Mean	3.03	2.65	3.32	2.93	3.52	3.25	2.92	3.09	3.01	3.13	3.16	2.90	3.42
Standard Deviation	1.57	1.53	1.54	1.54	1.65	1.55	1.54	1.58	1.57	2.33	2.50	1.53	1.64

CfMC098
QN32 How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
K. Salt and/or caffeine-free items

		EDUCATION			HOUSEHOLD INCOME			WOMEN'S EMPLOYMENT STATUS		DAY OF WEEK ASKED ABOUT						
										WEEKDAY					WEEKEND	
	TOTAL	COLL.	H.S. GRAD.	NON-H.S. GRAD.	$40K+	$20K < $40K	< $20K	EMPLY	NOT EMPLY	MON.	TUES.	WED.	THUR.	FRI.	SAT.	SUN.
UNWEIGHTED TOTAL	1000	519	379	92	364	345	231	407	105	181	147	133	107	122	105	205
WEIGHTED TOTAL	1620 100%	683 100%	643 100%	280 100%	538 100%	555 100%	421 100%	676 100%	179 100%	246 100%	252 100%	228 100%	210 100%	207 100%	211 100%	266 100%
1 (Not at all important)	138 8%	57 8%	66 10%	14 5%	43 8%	51 9%	33 8%	52 8%	9 5%	22 9%	33 13%	18 8%	14 7%	22 11%	17 8%	12 5%
2	66 4%	34 5%	20 3%	11 4%	28 5%	24 4%	14 3%	24 3%	-	8 3%	5 2%	13 6%	9 4%	13 6%	2 1%	17 6%
3	99 6%	43 6%	43 7%	12 4%	32 6%	35 6%	25 6%	55 8%	4 2%	17 7%	17 7%	8 3%	8 4%	18 8%	12 6%	19 7%
4	67 4%	34 5%	29 4%	4 2%	34 6%	16 3%	15 4%	41 6%	3 2%	9 3%	16 6%	5 2%	7 3%	7 3%	6 3%	17 7%
5 (Very important)	144 9%	59 9%	60 9%	24 9%	38 7%	46 8%	56 13%	82 12%	16 9%	19 8%	20 8%	20 9%	15 7%	22 10%	17 8%	33 12%
Mean	3.03	3.01	2.98	3.20	2.98	2.90	3.34	3.30	3.52	2.92	2.83	2.93	3.00	2.93	3.07	3.42
Standard Deviation	1.57	1.54	1.60	1.63	1.49	1.58	1.62	1.52	1.80	1.56	1.61	1.66	1.61	1.57	1.67	1.42

TAB DATE: JUNE, 1990
RUN DATE: 9 AUG 1990

CfMC099
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
K. Salt and/or caffeine-free items

		EAST			MIDWEST			SOUTH			WEST		
	TOTAL	EAST	NEW ENG-LAND	MID-ATLC.	MID-WEST	EAST CNTRL	WEST CNTRL	SOUTH	SOUTH EAST	SOUTH WEST	WEST	ROCKY MNT.	PAC.
UNWEIGHTED TOTAL	1000	251	56	195	248	154	94	303	201	102	198	52	146
WEIGHTED TOTAL	1620 100%	400 100%	82 100%	319 100%	403 100%	260 100%	143 100%	493 100%	334 100%	159 100%	324 100%	90 100%	234 100%
1 (Not at all important)	138 8%	31 8%	5 6%	26 8%	45 11%	26 10%	19 14%	40 8%	23 7%	17 10%	22 7%	7 8%	15 6%
2	66 4%	11 3%	2 3%	8 3%	26 7%	13 5%	14 10%	21 4%	8 2%	13 8%	8 2%	3 4%	5 2%
3	99 6%	20 5%	3 4%	17 5%	18 5%	13 5%	5 4%	34 7%	26 8%	8 5%	26 8%	2 2%	24 10%
4	67 4%	24 6%	4 5%	20 6%	12 3%	7 3%	5 3%	11 2%	8 3%	3 2%	19 6%	9 10%	11 5%
5 (Very important)	144 9%	23 6%	1 1%	21 7%	46 11%	30 12%	16 11%	42 9%	27 8%	15 10%	33 10%	9 10%	24 10%
Mean	3.03	2.97	2.71	3.02	2.91	3.03	2.74	2.97	3.09	2.78	3.31	3.30	3.32
Standard Deviation	1.57	1.53	1.41	1.55	1.66	1.68	1.65	1.57	1.54	1.61	1.49	1.62	1.46

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CfMC001
QN19: About how often do you usually eat out at a tableservice restaurant?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
Never	21 1%	1 0%	2 1%	-	18 2%
Almost ever day	140 9%	11 3%	12 4%	5 4%	122 11%
2 - 3 times a week	321 20%	53 16%	42 13%	14 11%	239 22%
About once a week	384 24%	64 20%	92 29%	35 28%	263 24%
2 - 3 time a month	352 22%	91 28%	67 21%	30 24%	224 20%
About once a month	237 15%	71 22%	53 17%	26 21%	139 13%
Less often than once a month	158 10%	35 11%	45 14%	15 12%	94 8%
Don't Know	8 0%	-	-	-	8 1%

CfMC013
QN19: About how often do you usually eat out at a tableservice restaurant?

		UNDER 6		6-12	
	TOTAL	ALWAYS /FREQ.	OCCASIONALLY/ NEVER	ALWAY /FREQ.	OCCASIONALLY/ NEVER
UNWEIGHTED TOTAL	1000	140	60	160	52
WEIGHTED TOTAL	1620 100%	237 100%	89 100%	235 100%	79 100%
Never	21 1%	1 1%	-	2 1%	-
Almost ever day	140 9%	6 2%	5 6%	9 4%	3 4%
2 - 3 times a week	321 20%	34 14%	20 22%	22 9%	20 25%
About once a week	384 24%	50 21%	14 16%	73 31%	19 24%
2 - 3 time a month	352 22%	69 29%	22 24%	47 20%	19 24%
About once a month	237 15%	51 22%	20 22%	47 20%	7 8%
Less often than once a month	158 10%	26 11%	9 10%	34 14%	11 14%
Don't Know	8 0%	-	-	-	-

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CfMC002
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
A. Children's favorite food items?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	18 1%	4 1%	13 4%	-	-
2	20 1%	14 4%	12 4%	6 5%	-
3	64 4%	37 11%	40 13%	13 11%	-
4	126 8%	82 25%	83 26%	38 30%	-
5 (Very important)	283 17%	186 57%	164 52%	68 54%	-
Don't Know	4 0%	3 1%	1 0%	-	-
Mean	4.25	4.33	4.19	4.34	-
Standard Deviation	1.05	.94	1.08	.86	-

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CfMC003
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
B. Child-size portions at lower prices?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	45 3%	22 7%	36 12%	13 10%	-
2	30 2%	16 5%	18 6%	4 3%	-
3	47 3%	32 10%	28 9%	14 11%	-
4	94 6%	58 18%	56 18%	20 16%	-
5 (Very important)	299 18%	199 61%	175 56%	75 60%	-
Mean	4.11	4.22	4.01	4.13	-
Standard Deviation	1.30	1.21	1.39	1.32	-

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CFMC004
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
C. Speed of service?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	18 1%	7 2%	13 4%	2 1%	-
2	18 1%	10 3%	15 5%	6 5%	-
3	76 5%	49 15%	46 15%	19 15%	-
4	134 8%	89 27%	79 25%	35 28%	-
5 (Very important)	269 17%	171 53%	160 51%	63 50%	-
Mean	4.20	4.25	4.15	4.20	-
Standard Deviation	1.04	.96	1.09	.99	-

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CfMC005
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
D. High chairs or booster chairs?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	130 8%	33 10%	124 39%	26 21%	-
2	19 1%	13 4%	11 4%	4 3%	-
3	49 3%	37 11%	30 10%	17 14%	-
4	48 3%	29 9%	29 9%	10 8%	-
5 (Very important)	267 16%	215 66%	119 38%	67 54%	-
Mean	3.59	4.16	3.03	3.70	-
Standard Deviation	1.70	1.35	1.80	1.63	-

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CfMC005
QN32. How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
E. Child's menu?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	47 3%	23 7%	34 11%	10 8%	-
2	28 2%	20 6%	13 4%	6 5%	-
3	75 5%	45 14%	46 15%	16 13%	-
4	92 6%	54 16%	57 18%	19 15%	-
5 (Very important)	273 17%	184 56%	162 52%	73 58%	-
Mean	4.00	4.09	3.95	4.11	-
Standard Deviation	1.31	1.26	1.35	1.28	-

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CfMC007
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
F. Separate section to seat customers with children?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILD-REN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	193 12%	107 33%	133 43%	48 38%	-
2	40 2%	31 9%	22 7%	13 10%	-
3	100 6%	78 24%	46 15%	24 19%	-
4	49 3%	25 8%	34 11%	11 8%	-
5 (Very important)	129 8%	85 26%	75 24%	30 24%	-
Don't Know	3 0%	-	3 1%	-	-
Mean	2.77	2.85	2.66	2.70	-
Standard Deviation	1.63	1.59	1.66	1.62	-

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CfMC008
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
G. Discounts for parties with children at certain off-peak hours?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	123 8%	70 21%	78 25%	25 20%	-
2	57 4%	38 12%	34 11%	14 11%	-
3	113 7%	81 25%	66 21%	33 26%	-
4	59 4%	34 11%	38 12%	14 11%	-
5 (Very important)	162 10%	103 32%	98 31%	40 32%	-
Mean	3.15	3.20	3.14	3.23	-
Standard Deviation	1.56	1.52	1.57	1.50	-

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
H. Coloring books and crayons?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	155 10%	75 23%	114 36%	34 27%	-
2	61 4%	37 11%	39 12%	15 12%	-
3	85 5%	52 16%	54 17%	21 17%	-
4	94 6%	68 21%	47 15%	22 18%	-
5 (Very important)	120 7%	93 29%	59 19%	33 26%	-
Mean	2.93	3.21	2.68	3.03	-
Standard Deviation	1.56	1.54	1.55	1.57	-

TAB DATE: JUNE, 1990
RUN DATE. 27 AUG 1990

CfMC010
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
I. Menu games and/or puzzles?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILD-REN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620	326	314	125	1106
	100%	100%	100%	100%	100%
1 (Not at all important)	134	76	94	36	-
	8%	23%	30%	29%	
2	56	30	35	9	-
	3%	9%	11%	8%	
3	114	74	76	35	-
	7%	23%	24%	28%	
4	77	56	38	18	-
	5%	17%	12%	14%	
5 (Very important)	133	90	70	27	-
	8%	28%	22%	21%	
Mean	3.04	3.16	2.85	2.92	-
Standard Deviation	1.53	1.51	1.52	1.50	-

QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
J. Reduced price promotion?

		CHILDREN IN HOUSEHOLD			
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	65 4%	41 12%	43 14%	18 15%	-
2	37 2%	22 7%	21 7%	6 5%	-
3	93 6%	61 19%	54 17%	22 17%	-
4	93 6%	55 17%	59 19%	21 17%	-
5 (Very important)	221 14%	142 43%	133 42%	54 43%	-
Don't Know	5 0%	5 1%	5 1%	5 4%	-
Mean	3.72	3.73	3.70	3.71	-
Standard Deviation	1.41	1.41	1.43	1.46	-

TAB DATE: JUNE, 1990
RUN DATE: 27 AUG 1990

CfMC012
QN32: How important do you consider each of the following when you eat out at a tableservice restaurant with your child/children:
K. Salt and/or caffeine-free items

	CHILDREN IN HOUSEHOLD				
	TOTAL	UNDER 6	6-12	BOTH AGE GRPS	NO CHILDREN 12 AND UNDER
UNWEIGHTED TOTAL	1000	200	212	80	668
WEIGHTED TOTAL	1620 100%	326 100%	314 100%	125 100%	1106 100%
1 (Not at all important)	138 8%	90 28%	87 28%	39 31%	-
2	66 4%	50 15%	46 15%	30 24%	-
3	99 6%	62 19%	60 19%	23 18%	-
4	67 4%	42 13%	37 12%	12 10%	-
5 (Very important)	144 9%	81 25%	84 27%	21 17%	-
Mean	3.03	2.92	2.96	2.57	-
Standard Deviation	1.57	1.55	1.57	1.45	-

RELATED READING--PUBLICATIONS FOR SALE

In addition to The Market for Children and Family Dining, the National Restaurant Association publishes many other reports. Some related reading includes:

* Tableservice Restaurant Trends, 1991. This report includes an analysis of changes in menus at tableservice restaurants as well as survey information on what consumers want and what is provided at various types of tableservice restaurants based on check size. Areas covered include nutrition, convenience features, alcoholic beverage service, computer use, satisfaction of service, and environmental issues. CS505, $35 members, $70 non-members. (200 pages, 1991).

* Dinner Decision Making, A Consumer Attitude and Behavior Survey.
This is a consumer segmentation study of dinner occasions involving seven different purchase occasions-- ranging from dinner at an expensive tableservice restaurant to carryout dinner purchased from a fast food place or supermarket. The study focuses on which consumers are most likely to eat dinner on each occasion and how the decision is made. It identifies the basic decision scenarios and relates each to specific restaurant characteristics that are especially important to consumers in that situation.

* Dinner Decision Making is published in two volumes. Volume I provides an extensive summary of the results. Volume II consists of detailed tables for those interested in using survey results for their own marketing plans. Volume I, CS450, $27.50 members, $55.00 non-members. (150 pages, soft-cover book, 1989). Volume II, CS455, $27.50 members, $55.00 non-members. (110 pages, soft cover book, 1989).

* Holiday Dining. This publication presents the results of a 1989 association Gallup survey on consumers' likelihood of eating at a restaurant for various holidays and special occasions. Included are Mother's Day, Father's Day, Valentine's Day, Easter, Christmas, New Years Eve and Day, Thanksgiving, Secretaries' Day, Grandparents' Day and birthdays. Demographics of who eats out on each holiday as well as helpful promotional hints are discussed. Detailed tables are included. CS987, $25 members, $50 non-members. (50 pages, spiral bound book, 1990).

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